EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, President and Editor, Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Copyright, 1924, by The Editor & Publisher Company, James Wright Brown, president and editor.

Vol. 56 NEW YORK, SATURDAY, JANUARY 26, 1924 No. 35

1923 RECORD YEAR IN JOURNALISM

AMERICAN journalism scored a veritable triumph in the year 1923—professionally, ethically, commercially—surpassing in achievements the record of all other years in the history of journalism and in winning a larger measure than ever of public interest, confidence and esteem.

Professionally, the high point of progress was reached in April in Washington when the editors-in-chief and executive editors of the big metropolitan dailies came together in conference, held the first annual meeting of the Society of Newspaper Editors, elected Casper S. Yost, St. Louis Globe-Democrat, president, with a representative Board of Directors of twelve members and listened to a stirring appeal for higher standards by the late lamented Warren G. Harding, then President of the United States, who, in discussing his code of ethics, written for the Marion Star, said many notable things and among them the following:

"Journalism is the profession that combines the publishing of news with an honest interpretation of it and becoming comment thereon.

"There are often times when the news ought to be suppressed.

"If I were to write the code and could write it for all other newspapers of America, I would ban everything of a vicious character, except that which is necessary as a public warning.

"If I ran a newspaper to suit my own ideals, there would not be a police court reporter on the paper—never a police court column in the paper.

"Oh, my countrymen, we have done so well in America, we have wrought so much in the democracy of this new world. We have made such a record for ourselves and such a contribution to human progress that I want to go on, and here in America we have done more than elsewhere in the world for the development of a free press. And I want a free press in America to repay its debt in the preservation of this Republic of ours."

Progress professionally was also shown in the selection and presentation of a much higher grade of literary material, the use of a more extensive and dependable world wide news and syndicate service, in increased editorial salaries and a cleaner, saner, more refined and dignified head and type treatment for important stories with the elimination from many front pages of all crime news.

Ethically, the big outstanding accomplishment of the year was the adoption by the American Society of Newspaper Editors at the Washington meeting in April of the "Canons of Journalism," prepared by Mr. H. J. Wright, chairman of the committee on ethical standards, which were as follows:

CANONS OF JOURNALISM

The primary function of newspapers is to communicate to the human race what its members do, feel, and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge, and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism these canons are set forth:

I. *Responsibility.*—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

II. *Freedom of the Press*—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.

III. *Independence*—Freedom from all obligations except that of fidelity to the public interest is vital.

1. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance.

2. Partisanship, in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

IV. *Sincerity, Truthfulness, Accuracy*—Good faith with the reader is the foundation of all journalism worthy of the name.

1. By every consideration of good faith a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control or failure to obtain command of these essential qualities.

2. Headlines should be fully warranted by the contents of the articles which they surmount.

V. *Impartiality*—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind.

1. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusion and interpretations.

VI. *Fair Play*—A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

1. A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public curiosity.

2. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

VII. *Decency*—A newspaper cannot escape conviction of insincerity if while professing high moral purpose it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

These "Canons of Journalism" were afterwards discussed and adopted by many state editorial associations, including the University Press Club of Michigan. Other organizations of editors appointed committees duly empowered to formulate a code of ethics and a standard of practise.

Still another ethical development of the year was the adoption by the Sigma Delta Chi—the national professional journalistic fraternity—of a new membership pledge in which is stressed the individual purpose to exemplify the highest ideals of the craft.

Commercially, the record of the year stands supreme—greater circulation—morning, evening and Sunday—than ever before; more pages of news and authoritative views and art and entertainment, together with greater hazards overcome and still greater profits earned.

426 morning newspapers had a net paid daily average circulation of 11,475,051 copies per day, a gain of 6 per cent.

1,610 evening newspapers had a net paid daily average circulation of 19,978,622 copies per day, a gain also of 6 per cent.

547 Sunday newspapers had a net paid daily average circulation of 21,463,289 copies sold per Sunday, a gain of 9 per cent.

Net paid morning and evening and Sunday circulations combined totaled 31,453,673 copies per day times six days, plus Sunday, or a newspaper sale every seven days of 210,185,327 copies per week.

This is the greatest circulation average ever attained by the newspapers of America and exceeds by many millions the record of the war years. It means on the average a newspaper every day in every home on the continent. This is surely the great nerve center of the Republic.

Advertising volume of the more than 2,000 daily newspapers of the country, it is safe to say, exceeded over 10 billion lines.

Advertising lineage of 107 newspapers in 23 cities for the calendar year 1923 totaled 1,190,907,700 agate lines, an increase of 75,000,000 agate lines over 1922 and an increase of over 500,000,000 agate lines over the year 1914.

This is the greatest volume of advertising ever carried by the newspapers of America—see ten-year comparison by months on page 82 of this issue, together with chart on opposite page indicating seasonal fluctuations of newspaper advertising for the ten-year period. Verily, in the advertising columns of the dailies is to be found the artery of commerce of the nation.

Joint advertising rate for 426 morning newspapers is $30.65 per agate line, an increase of about 11 per cent over a year ago. 5,000 agate lines in every one of the 426 newspapers would cost approximately $153,250.

Combined advertising rate of 1,610 evening newspapers is $66.67 an agate line, an increase of 5 per cent over one year ago. 5,000 agate lines in every one of the 1,610 evening newspapers would cost $333,350 for the year's campaign.

Combined rate of all of the 547 Sunday papers is $48.67 per agate line, which is 6 per cent more than the rate for the same group a year ago. A 5,000 agate line advertising campaign in all of the Sunday newspapers, therefore, would cost $233,350 for the year's advertising.

Speaking generally, the tendency during the year was in the direction of mergers, consolidations, chain ownership control, higher prices for subscriptions and advertising.

Perhaps the most far-reaching and spectacular event of the year was the arrival in June in New York City from across the seas of a delegation of over 100 British advertising men who attended the big Advertising Clubs' convention in Atlantic City and captured the convention for London in July, 1924. This visit to our shores of so many men of sterling worth, fine character and large ability with the consequent intercourse and fellowship accomplished large results in promoting a more complete and perfect understanding as between the publishing interests of both nations and the new spirit to be augmented at the meeting in London in July promises well for more cordial business relations in the future.

EDITOR & PUBLISHER'S YEAR BOOK for 1924 is bigger and better than ever before. This is due to the generous co-operation of our readers and our advertisers to whom we hereby publicly present our best compliments and regards, as well as thanks and appreciation.

New features of the year book for 1924 include the following: Newspaper labor scales of the United States, complete listing of all newspapers maintaining radio broadcasting stations, complete listing of "A. B. C." circulation figures in all avenues of daily newspaper distribution—city, suburban, country, net paid, samples, etc., and the foreign language press of the United States, etc.

Complete Index of Contents of this Issue on Pages 256 and 258

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS

(Compiled and Copyrighted by The Editor & Publisher Company)

ALABAMA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBANY, 7,652.													
Albany-Decatur Daily (D) (J) (none)	2,462	.021	.021	W. R. Shelton	W. R. Shelton	B. M. Bloodworth			B. C. Shelton	E. T. Sheppard	E. T. Sheppard		H. M. Safley; R. T. Sheppard[1]
ANNISTON, 17,734.													
Star (D) (m) (56)	5,133	.035	.025	Harry M. Ayers	T. R. Gordon	T. R. Gordon	Horace Wright	Harry M. Ayers	Chas. S. Leyden	C. S. Leyden; M. L. Davis[3]	E. G. Shields	M. L. Davis	C. M. Leahy
Sunday edition	5,133												
BIRMINGHAM, 178,270.													
†Age-Herald (m) (D) (E) (20)	32,057	.08	.068	Frederick I. Thompson	W. R. Roberts	C. M. Stanley	C. G. McKinley	Frederick I. Thompson	W. M. Fincher	J. Walter Webb	J. O. Stuardi	Guy B. Cheatham	H. B. Bowen
Sunday edition	49,305	.10	.079										
News (m) (I-D) (E) (76)	72,593	.15	...	Victor H. Hanson	A. B. Bealle and Gerrard Harris	Charles Fell	Perkins Prewitt	Victor H. Hanson	James E. Chappell	Maurice Lackey; George Biggers[3]	Ray S. South	Robert Calloway	W. A. Carns
Sunday edition	79,210												
Post (I) (3)	23,593	.045	...	Birmingham Post Co.	E. T. Leech	Jack Bethea	Harry G. Baker		R. B. Chandler	W. H. Dent	R. S. Nix		R. E. Cargil
DOTHAN, 10,034.													
Eagle (D) (J) (none)	2,390	.025	.021	W. T. Hall	W. T. Hall	W. C. Batchelor			W. C. Batchelor	Julian O. Hall			S. T. Hall[1]
EUFAULA, 4,939.													
Citizen (D) (J) (none) (d)	....	.018	...	Citizen Pub. Co.	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett	T. F. Pruett[3]
FLORENCE, 10,529.													
News (56)	....	.025	...	Florence News Pub. Co., Inc.	W. P. Hefferbert	W. P. Hefferbert	L. E. Hefferbert	Prentiss Blackwell	Prentiss Blackwell	J. A. Alexander; Prentiss Blackwell[3]	Gaylord Hubbard		A. Bellanger[1]
GADSDEN, 14,737.													
Journal (D) (J) (56)	4,614	.025	.02	Journal Pub. Co.	C. A. Ver Beck	W. I. Martin	W. I. Martin	A. W. McCulloch	A. W. McCulloch	L. R. Allison; A. W. McCulloch[3]	J. M. Hatfield	L. R. Allison	J. O. Powell[3]
Times-News (D) (none)	4,728	.025	.025	J. L. Meeks	Carl Hofferbert	Chas. E. Meeks	Herbert Meeks	J. L. Meeks		Thos. J. Whitworth; J. L. Meeks[3]	J. Haley		Thos. Hatter; A. E. Copeland[1]
HUNTSVILLE, 8,018.													
Times (m) (D) (56)	2,485	.025	.025	Times Pub. Co.	J. E. Pierce	J. E. Pierce		J. E. Pierce	J. E. Pierce	I. A. Burdette; J. E. Pierce[3]	B. G. Pierce	B. G. Pierce	Ernest White
Sunday edition	2,727												
MOBILE, 60,777.													
News Item (D) (20)	10,813	.05	...	Frederick I. Thompson	Erwin Craighead	Barney Sheridan, Jr.	Barney Sheridan, Jr.	Wm. M. Fincher	Wm. M. Fincher	Geo. Adams; J. W. Webb[3]	J. O. Stuardi	R. O. Forsyth	H. B. Bowen
†Register (m) (D) (20)	20,861	.07	...	Frederick I. Thompson	Erwin Craighead	Barney Sheridan, Jr.	Barney Sheridan, Jr.	Wm. M. Fincher	Wm. M. Fincher	J. Walter Webb; L. E. Winchell[3]	J. O. Stuardi	Herndon Inge	H. B. Bowen
Sunday edition	32,136	.085	...										
MONTGOMERY, 43,464.													
†Advertiser (m) (D) (E) (76-35)	18,661	.06	.05	Victor H. Hanson	W. T. Sheehan	J. G. Weiss	Hartwell Hatton	R. F. Hudson		P. W. Walsh	J. G. Hughes		
Sunday edition	23,522	.07	.068										
Journal (m) (D) (20)	18,516	.06	.06	Frederick I. Thompson	Fred Gormerli	Grady Parnnell	H. I. Morton	F. Harvey Miller	Brame Hood	J. B. Demott	Oscar Anderson	C. I. Cheatham	
Times (I) (none)	9,164	.06	.06	J. D. Stern	W. D. McIver						E. W. Glants		Wm. Gammell
OPELIKA, 4,960.													
News (I-D) (J) (none) (d)	2,610	.011	.011	Wear & Wilson	W. T. Wear	W. T. Wear	Walter H. Wilson		W. C. Wear	W. C. Wear			E. P. Blackmon
SELMA, 15,589.													
Times-Journal (D) (m) (none)	4,532	.035	...	F. T. Raiford	F. T. Raiford	R. H. Reed	Mrs. C. W. Wynn	Jack Dair	M. H. Raiford	Jack Dair; M. H. Raiford	Roy R. Moore	Mrs. A. H. Hudson	James H. Keating
Sunday edition	4,532												
SHEFFIELD, 6,682.													
Tri-Cities Daily (none)	....	.025	...	M. S. Hansbrough	M. S. Hansbrough								
TALLADEGA, 6,546.													
Home (none)	....	.021	...	John C. Williams	John C. Williams								
TROY, 5,696.													
Messenger (D) (none) (d)	1,490	.02	.02	E. C. Hall	E. C. Hall	E. C. Hall	E. C. Hall	E. C. Hall	E. C. Hall	E. C. Hall	E. C. Hall	E. C. Hall	M. Grantham
TUSCALOOSA, 11,996.													
News & Gazette-Times (m) (D) (none)	3,690												
Sunday edition	3,800	.036	.036	Aaron Miller		Aaron Miller		Aaron Miller		W. B. Shelton	J. A. Huffman		

ALASKA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ANCHORAGE, 1,856.													
Times (m) (none)	1,100	...	...	Alaska Pub. Co.	E. L. Bedell								
Sunday edition	1,100												
CORDOVA, 955.													
Times (R) (J) *Sat. (180)	900	.021	.021	Harry G. Steel	Harry G. Steel	Harry G. Steel	Miss Kathryn Wilson	Harry G. Steel	Harry G. Steel		K. G. Robinson		C. T. Moore; M. W. Parker[1]
FAIRBANKS, 1,155.													
News-Miner Citizen (I)	651	...	...	Tanana Pub. Co., Inc.	W. F. Thompson								
JUNEAU, 3,058.													
Empire (I-D) (J) (130)	3,000	.025	...	Empire Printing Co.	John W. Troy	J. E. Pugues	E. A. Friend	John W. Troy	A. W. Henning				R. G. Day[3]
KETCHIKAN, 2,458.													
Chronicle (I) (none)	1,280	...	...	Journal Ptg. Co.	Edward G. Morrissey								
SEWARD, 652.													
Gateway (I) (none)	450	...	...	H. B. Selby	H. B. Selby								

ARIZONA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BISBEE, 9,205.													
Ore (I) (J) (4-32)	1,750	.032	...	Mrs. A. T. Hoy and J. T. Hoy	J. T. Hoy	J. T. Hoy	J. T. Hoy	Mrs. A. T. Hoy	Mrs. A. T. Hoy	Mrs. A. T. Hoy	Mrs. A. T. Hoy	Mrs. A. T. Hoy	J. T. Hoy[3]
†Review (m) (D) (149-12)	4,067	.035	.035	State Consolidated Pub. Co.	Chester A. Johnson		George H. Spear	Folsom Moore					
Sunday edition	4,067												
DOUGLAS, 9,916.													
†Dispatch (m) (R) (J) (116)	2,321	.029	.029	James Logie	H. F. Gensel	James Logie	F. B. Culver	James Logie	James Logie	T. A. Dunn			
Sunday edition	2,321												
International (D) (J)	2,463	.028	.028	International Pub. Co.	Geo. H. Kelly	Geo. H. Kelly	Tom M. Park	George H. Kelly	A. L. McGehee	A. L. McGehee	A. L. McGehee	A. L. McGehee	Jack Vestry; Y. Araiza[1]
GLOBE, 7,044.													
Arizona Record (m) (J) (145)	2,525	.036	.036	Copper Belt Ptg. & Pub. Co.	Jos. H. Hamill	Jos. H. Hamill	Ralph E. Herron	Jos. H. Hamill	J. H. Hamill	J. H. Hamill	H. H. McNelly		J. S. Cochrane; H. Fallon[1]
Sunday edition	2,525												
MIAMI, 6,689.													
Silver Belt (D) (J) (none)	2,150	.029	.029	Southern Ariz. Pub. Co.	Leroy Kennedy	Leroy Kennedy		Leroy Kennedy					
Bulletin (R) (J) (92)	2,561	.029	.021	Miami Print. & Pub. Co.	J. V. Spear		Jack Stevens, Jr.	T. S. Garlow	T. S. Garlow	L. J. Heagerty	S. Parkyn	S. Parkin	E. W. Evans; E. J. Burrell[1]
NOGALES, 5,199.													
Herald (4)	2,030	.021	.029	H. R. Sisk	Arthur Powell	Arthur Powell	Arthur Powell	H. R. Sisk	Harold Wayte	Harold Wayte; H. R. Sisk[3]	C. C. Ortis	C. C. Ortis	Edw. F. Stoller; Thos. Perida[1]
PHOENIX, 29,053.													
Gazette (D) (92)	8,191	.05	.04	C. H. Akers		C. H. Akers	Geo. W. Comparet		Bryan Akers	Carl Bartle; V. M. De Mars[3]	W. J. Mason	W. Billingsley	B. R. Porter
†Republican (m) (I) (156-102)	15,378	.06	.05	Dwight B. Heard	J. W. Spear		R. H. Harrington	Chas. A. Stauffer	W. W. Knorpp	Fred Myers; W. W. Knorpp[3]	Oliver King	Sidney Myers	Cliff Hanlon; Fred G. Adams[1]
Sunday edition	15,845	.07	.056										

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PRESCOTT, 4,380.													
Courier (D) (J) (1)	2,876	.018	.018	Prescott Courier, Inc.	W. P. Stuart	W. P. Stuart	L. C. Townsend	W. P. Stuart	K. B. Palmer	K. B. Palmer	F. J. Koehane	K. B. Palmer	W. F. Hamilton; L. F. Hamilton[1]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PRESCOTT, 4,380.													
Courier (D) (J) (1)	2,876	.018	.018	Prescott Courier, Inc.	W. P. Stuart	W. P. Stuart	L. C. Townsend	W. P. Stuart	K. B. Palmer	K. B. Palmer	P. J. Kochane	K. B. Palmer	W. F. Hamilton
†Journal-Miner (m) (R) (J) (56-154)	2,372	.021	.021	Journal-Miner Pub. Co.	Lyle Abbott	Lyle Abbott	Hal Faust	J. W. Milnes	J. W. Milnes	A. L. Shortsleeve	A. L. Shortsleeve	A. L. Shortsleeve	L. F. Hamilton[1]; E. J. Reuter
TOMBSTONE, 1,178.													
Prospector (4)	963	.018	...	Giragi Brothers	C. L. Giragi			C. L. Giragi			G. Thiers		R. R. Bechtel[1]; C. P. Giragi[1]
TUCSON, 20,292.													
†Star (m) (D) (100-138-36)	4,361	.035	.035	State Consolidated Pub. Co.	Chester A. Johnson			Folsom Moore					
Sunday edition	4,481												
Citizen (m) (R) (115-116-102)	4,214	.038	.032	Citizen Pub. Co.	A. K. Parker		Canton McTavish		Oliver B. Jaynes	C. H. Kauffman	R. E. McAfee	L. V. Rule	Albert Tully
Sunday edition	4,171												
YUMA, 4,237.													
†Sun (m) (D) (J) (3) (d)	1,585	.025	.025	Sun Ptg. Co.	J. H. Westover	J. H. Westover	James B. Rucker	J. H. Westover	J. H. Westover	Charles H. Moore	J. H. Westover	Charles H. Moore	Bert Beaty[2]
Sunday edition	1,585												

ARKANSAS

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ARKADELPHIA, 3,311.													
Siftings Herald (none) (d)	....	.014	...	Siftings Herald Ptg. Co.	Philip McCorkle								
BATESVILLE, 4,299.													
Guard (d)	....	.011	...	N. H. Trevathan	N. H. Trevathan	N. H. Trevathan	N. H. Trevathan	N. H. Trevathan	J. Venner	John Trevathan			Chas. Sims[1]
CAMDEN, 3,238.													
News (d)	750	.014	.014	Hurley Printing Co.	Curtis B. Hurley				Fred D. James				J. J. Burdine; J. A. Mashaw[1]
CONWAY, 4,564.													
Log Cabin Democrat (none)	1,135	.011	...	Conway Printing Co.	Frank E. Robins								
EL DORADO, 3,887.													
†News (m) (I-D) (8) (t)	4,385	.03	.03	C. A. Berry		Stanley Andrews			Lewis C. Callow	R. A. Ligon; Lewis C. Callow[3]	Floyd Miller	Edith Carter	C. T. Ristine
Sunday edition	4,261												
Tribune (none)	4,000	.036	...	Clyde W. Martin	Clyde W. Martin								
EUREKA SPRINGS, 2,429.													
Times-Echo	540	.12	.12	S. A. Diehl	S. A. Diehl	S. A. Diehl	S. A. Diehl	S. A. Diehl	S. A. Diehl	S. A. Diehl	S. A. Diehl	S. A. Diehl	S. A. Diehl
FAYETTEVILLE, 5,362.													
Democrat (I-D) (none) (145)	1,463	.018	.018	Democrat Pub. Co.	Charles Richardson		L. S. Read	Charles Richardson	Chas. Richardson	Ray Williams	W. K. Rose		Eugene Murphy; J. A. Bridenthal[1]
FORT SMITH, 28,811.													
†Southwest American (D) (70)	14,916	.08	.08	W. E. Decker	W. E. Decker	Jack Decker			Parke M. Walker		A. S. Deacon		H. A. Tallman
Sunday edition	14,916												
Times Record (m) (I) (9-)	11,545	.08	.08	John S. Parks, Geo. D. Carney		T. H. Brannan	C. H. Griffin	G. C. Gardner	Harry Robinson	E. A. McGinty-S. C. Speer, Jr.	G. C. Gardner	E. L. Byrnes	Cleveland Baber
Combined daily	26,461												
HARRISON, 3,477.													
Times (D) (J) (31) (t)	750	.011	.011	J. R. Newman Sons	Thos. M. Newman								
HELENA, 9,112.													
World (m) (D) (none) (145)	3,000	.025	...	Chas. M. Young	J. P. Burks		C. H. Maughan	Chas. M. Young		E. L. Burks	Marne Shell	Grace Hopkins	
Sunday edition	3,000												
HOPE, 4,790.													
Herald (D) (J) (4-130)	....	.014	...	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams	Purkins & Williams[4]
HOT SPRINGS, 11,695.													
New Era (I) (J) (none)	....	.02	...	E. Marion Riggs	Chas. Goslee		Robt. Dean	E. Marion Riggs	E. Marion Riggs	W. H. Ramsen	J. A. Williford		L. K. Rothman
†Sentinel-Record (m) (none)	3,285	.016	...	John G. Higgins	John G. Higgins								
Sunday edition	3,285	.016	...	John G. Higgins	John G. Higgins								
JONESBORO, 9,384.													
Sun (D) (J) (none) (d)	1,904	.014	.014	W. O. Troutt & Son	Fred D. Troutt	Fred D. Troutt	Fred D. Troutt	W. O. Troutt	W. O. Troutt	John W. Troutt			John Troutt
Tribune (none) (d) (31)	1,650	.014	...	Williams & Williams	Henry Lee Williams	H. L. Williams	Powell Stamper	H. L. Williams	H. L. Williams	Powell Stamper	Powell Stamper	Powell Stamper	W. D. Cobb
LITTLE ROCK, 64,997.													
Democrat (m) (D) (20)	21,396	.06	.06	Elmer E. Clarke	Elmer E. Clarke	W. T. Sittington		Elmer E. Clarke	K. A. Engel	E. J. Herndon	R. M. Dunston		
Sunday edition	25,493												
†Gazette (m) (I-D) (22)	38,400	.08	.08	Gazette Pub. Co.	J. N. Heiskell	Fred Heiskell	C. A. Ritter		Fred W. Allsopp	H. K. Seymour	Dan W. Smith	H. K. Seymour	A. N. Guthrie
Sunday edition	47,322	.10	.10										
News (87)	8,640	.03	...	Little Rock Daily News Publishing Co.	R. P. Robbins								
MALVERN, 3,864.													
Record (4) (d)	....	.021	...	J. H. Beestecher	J. H. Beestecher								
MENA, 3,441.													
Star (I) (J)	780	.011	.011	V. W. St. John	V. W. St. John	V. W. St. John	R. M. Berry	V. W. St. John	D. D. Clement	D. D. Clement	D. D. Clement	D. D. Clement	E. W. St. John
NEWPORT, 3,771.													
Independent (D) (J) (none) (d)	675	.014	.011	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson	Mrs. A. C. Wilkerson	Mrs. A. C. Wilkerson	Mrs. A. C. Wilkerson	Mrs. A. C. Wilkerson	E. E. Caswell[2]
PARAGOULD, 6,306.													
Press (none)	1,250	.014	...	Rupert C. Wright	Rupert C. Wright	Rupert C. Wright	Rupert C. Wright	Rupert C. Wright	Rupert C. Wright	Rupert C. Wright	Rupert C. Wright	Rupert C. Wright	
PINE BLUFF, 19,280.													
Commercial (D) (J) (4)	6,201	.03	.03	E. W. Freeman	A. D. Manning		J. E. Mills	E. W. Freeman	E. W. Freeman	Gordon N. Freeman	W. Freeman Hawley	Mrs. A. A. Boyd	G. C. Morris
†Graphic (m) (I) (none)	5,020	.025	.025	Geo. H. Adams	Leo Flournon	Leo Flournon	Ralph Hull	Geo. H. Adams	Geo. H. Adams	Mrs. Annie O. Smart; Geo. H. Adams[3]	David White		Mr. Hickman
Sunday edition	5,020												
PRESCOTT, 2,691.													
News (none) (d)	....	.007	...	News Printing Co.									
ROGERS, 3,316.													
Post (none) (d)	....	.014	...	Ely & Kokanour	Alden P. Ely								
SEARCY, 2,836.													
Citizen (none) (d)	....	.007	...	Citizen Publishing Co.	J. J. Baugh								
SILOAM SPRINGS, 2,569.													
Register (I-D) (J) (4-31) (d)	600	.014	.014	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour	E. L. Kokanour[2]
STUTTGART, 4,522.													
Arkansawyer (d) (none)	....	.014	...	Fagan & Drummond	Fagan & Drummond								
TEXARKANA, 8,527.													
Texarkanian (D) (none) (4)	2,666	.025	.025	Texarkana Pub. Co.	J. L. Wadley	J. L. Wadley, Jr.	C. B. Dickson	J. L. Wadley	J. L. Wadley	A. F. Wadley	L. A. Reinhardt		R. H. Hendricks

CALIFORNIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALAMEDA, 29,806.													
Times-Star (60)	3,968	.025	...	Times-Star Co.	J. S. McDowell								
ANAHEIM, 7,500.													
Herald (I) (J) (none) (112)	3,224	.03	.03	Anaheim Printing & Pub. Co.	J. Roy Williams	Blaine Gibson	Fayette Copeland	J. Roy Williams		Stanley Curtis	Robert Marvin	Edith Copeland	George Roberts; Walter Merrill[1]
Orange Co. Plain Dealer (I) (none)	3,331	.029	.029	Paul V. Hester	Paul V. Hester	Paul V. Hester	Paul V. Hester	R. W. Ernest	R. W. Ernest	Thos. Losey	Evan Miller	Thos. Losey	Geo. Shaw[1]

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [4]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

CALIFORNIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BAKERSFIELD, 18,638.													
Californian (I) (J) (21-54-155-132)	7,304	.04	.04	Alfred Harrell	Alfred Harrell	Ross C. Miller	Jack Lunan	Edward Benson	Edward Benson	W. A. Kane	Edward Benson		Elmer Forgy
†Echo (R) (J) (83-73) (m)	4,584	.035	...	Swindell & McManus	L. H. Irvine	G. M. Swindell	R. M. Fraser			Henry Newman	T. W. McManus		
Sunday edition	4,833												
BERKELEY, 56,036.													
Gazette (R) (J)	7,394	.035	.035	Chas. E. Dunscomb	Jas. E. Wales	Jas. E. Wales	Geo. N. Haven	Chas. E. Dunscomb	C. M. Wales	Edwin W. Denning	Ben Swasey	Edwin W. Denning	E. H. Zarley
BRAWLEY, 5,392.													
News (R) (J) (none)	1,325	.021	.021	M. D. Witter			A. Valjean			J. M. Chesebrough	J. H. Donley		Ira Burris[2]
CALEXICO, 6,223.													
Chronicle (I) (J) (none)	1,127	.021	.021	Henderson & Watson	Randall Henderson		Randall Henderson	Randall Henderson	Randall Henderson	Wm. Von Mueller	H. Cowan		E. S. Holmes; C. M. Schulz[1]
CHICO, 9,339.													
Enterprise (I-R) (106-5-102)	2,157	.025	.025	Florence O'Brien	Florence O'Brien	H. A. Barber	Guerdon A. Cowan	Florence O'Brien	H. A. Barber	H. A. Barber	Ernest Brown	E. Sitton	I. J. Miln
†Record (m) (D) (J) (none)		.017	.017	Richards & Deuel	V. C. Richards and C. H. Deuel		W. E. Robbins		R. C. Hurst	R. C. Hurst	D. A. Honodel	R. C. Hurst	E. Bardill; R. C. Hurst[1]
Sunday edition	2,820												
COALINGA, 2,934.	2,820												
Record (I) (J) (d) (none)	....	.025	.025	McCollum & Mason	F. J. McCollum	F. J. McCollum			H. M. Mason	H. M. Mason			H. M. Mason[1]
COLTON, 4,282.													
Courier (R) (J) (4-154)	2,095	.025	.021	F. S. Hosfelt	Verna G. Hosfelt	K. W. Alexander	K. W. Alexander	F. S. Hosfelt	K. W. Alexander	K. W. Alexander	Forest Miller	Gladys Snow	George T. Russell[2]
COLUSA, 2,000.													
Sun (32)	....	.021	...	Sun Publishing Co.	Mrs. W. S. Green								
CORNING, 1,449.													
Observer (I-D) (J) (none)	690	.021	.021	T. E. Harper	T. E. Harper	T. E. Harper					B. M. Harper		A. C. Keiser[2]
CORONA, 4,129.													
Independent (R) (J) (none)	807	.021	.021	George M. Blair	George M. Blair	George M. Blair	C. C. Clute				H. Y. Reynolds	Helen G. Blair	P. W. Lillibridge; A. M. Creech[1]
CULVER CITY.													
Hub Cities Call (I) (none) (J) (t)	1,000	.04	.07	C. H. Garrigus & Jack Wood	C. H. Garrigus		Jack Wood						John Wright[2]
DINUBA, 3,400.													
Sentinel (I-R) (J) (4)	1,713	.025	.025	J. R. Locke	J. R. Locke	J. R. Locke	J. R. Locke	J. R. Locke	J. H. Howell	J. H. Howell	J. H. Howell	J. H. Howell	W. M. Holt; T. L. Harris[1]
EL CENTRO, 5,464.													
Imperial Valley Press (R) (31-102)	2,425	.032	.032	Imperial Valley Press, Inc.	Clara V. Eastman			Harry W. Hammond	W. C. Costello	J. A. Arnold	M. H. Linsenman	Mae Johnson	Chas. Hamilton
ESCONDIDO, 1,789.													
Times-Advocate (J) (4) (d)	600	.014	.011	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans	Percy Evans; Aubrey Ashley[1]
EUREKA, 13,212.													
Humboldt Standard (149)	4,786	.03	...	Standard Publishing Co.	Fred W. Georgeson	E. S. Ballard		F. W. Georgeson	F. W. Georgeson	D. R. Georgeson			W. J. Kirkpatrick[1]
†Humboldt Times (m) (R) (J) 92-62)	4,857	.03	.03	Times Pub. Co.	J. H. Crothers	A. Lindsley		J. H. Crothers		J. E. Bliven	J. L. Kennedy	E. S. Payne	A. M. Smith[1]
Sunday edition	5,112												
FRESNO, 44,616.													
Bee (I) (112)	16,472	.06	.044	James McClatchy Pub. Co.	Carlos K. McClatchy	H. R. McLaughlin	W. E. Lockwood	Carlos K. McClatchy	George S. Smith	Charles Adams; Harriet Smith[3]	P. M. Knox	Chas. Adams	Steve James
†Republican (m) (R) (E) (105-62)	30,380	.10	...	Geo. A. Osborn, Chase S. Osborn, Jr.	Chase S. Osborn, Jr.	C. N. Alexander	T. F. Humphrey	Geo. A. Osborn	Harry B. Gregory	Victor H. Wallace; Frank L. Adams[3]	Virgil N. Lundy	Gordon Blade	
Sunday edition	31,698												
FULLERTON, 6,215.													
News (I) (none) (31)	2,165	.029	...	Fullerton News Pub. Co.	Mark Haas	Mark Haas	V. C. Beck	Mark Haas	S. M. Carlson	J. L. Harbert	Wilmore Long		H. J. Dunigan
Tribune (I) (none) (56)	2,525	.03	.03	Edgar Johnson	Edgar Johnson	Edgar Johnson		Edgar Johnson					
GLENDALE, 13,536.													
News (R) (J) (none)	6,001	.04	.04	A. T. Cowan	A. T. Cowan	W. S. Ingram	Ralph Lynn	A. T. Cowan	A. T. Cowan	R. H. Cowan & G. O. Pierce[3]	O. K. Williams	G. Badour	Fred Anderson; J. F. Patterson[1]
Press (I) (J) (none)	6,008	.04	...	Glen. Ptg. & Pub. Co.				Thos. D. Watson	Thos. D. Watson	W. L. Taylor	W. Q. Widdows	Thos. D. Watson	H. Brookmiller; M. Powell[1]
GRASS VALLEY, 4,006.													
†Union (m) (100-102) (d)	1,617	.025	.018	Union Publishing Co.	W. F. Prisk	Thomas Ingram	E. G. Kinyon	W. F. Prisk	M. Henry Argall	M. Henry Argall	M. Henry Argall	M. Henry Argall	Thomas Ingram
Sunday edition	1,618												
GRIDLEY, 1,636.													
Globe (D) (J) (d) (none)	....	.007	.007	Don B. Robb	Don B. Robb	Don B. Robb	Don B. Robb	Don B. Robb	Don B. Robb				Fred Timme
HANFORD, 5,888.													
†Journal (m) (D) (J) (none)	1,766	.017	.017	A. D. Driver	J. Larry Smith	A. D. Driver	J. L. Smith	A. D. Driver	A. D. Driver	A. D. Smith	W. S. Smith	E. M. Ladd	M. J. Pilkenton
Sunday edition	1,766												
Sentinel (R) (J) (d) (none)	1,733	.018	.018	J. E. Richmond	J. E. Richmond	J. E. Richmond	Jas. Tyler		J. E. Richmond	F. E. Newton	E. G. Ayers		F. L. Kokroski; J. E. Richmond[1]
HEALDSBURG, 2,412.													
Tribune (I) (J) (4)	685	.011	.01	M. Earle Adams	M. Earle Adams	M. Earle Adams	L. W. Nelson	M. Earle Adams	M. Earle Adams	E. W. Beatty; M. Earle Adams[3]	M. Earle Adams	M. Earle Adams	M. Earle Adams
HOLLISTER, 2,781.													
Free Lance (R) (J) (4)	1,117	.017	.012	M. F. Hoyle	M. F. Hoyle	Herbert Sutton	Howard O'Brien	M. F. Hoyle	M. F. Hoyle	C. W. Barrett; M. F. Hoyle[3]	M. F. Hoyle	M. F. Hoyle	F. J. Voll; M. C. Arthur[2]
HOLLYWOOD, 75,000.													
Citizen (I) (J) (31) (t)	4,070	.036	...	Harlan G. Palmer	Harlan G. Palmer	H. C. Evans	E. G. Skinner	Harlan G. Palmer	Harlan G. Palmer	T. Harwood Young	Harold Scarles	Paul V. Greene	H. D. Winn; Roy Smith[2]
News (R) (J) (112)	9,158	.05	.032	F. J. Wilson	Fred J. Wilson	J. W. Partridge	J. W. Partridge	Fred J. Wilson		E. R. Donovan	N. R. Jensen	C. H. Powell	G. Morgan; L. D. Harmon[1]
INGLEWOOD, 3,286.													
News (I) (J) (none)	1,900	.029	...	Crow & Shaw	Crow & Shaw	Crow & Shaw	Jas. Shea	Crow & Shaw	T. N. Shaw	L. W. Lash	M. Neville		A. Lee[1]
LONG BEACH, 55,939.													
Press (m) (I) (J) (100-138-102)	18,301	.06	.054	Long Beach Press Pub. Co.	W. F. Prisk	W. F. Prisk	W. E. Montfort	W. F. Prisk	W. H. Hosking	G. L. Burt; R. W. Millard[3]	Ed Pugh	E. A. Olson	Thomas Hicks; H. E. Enosley[1]
Sunday edition	17,744	.06	.054										
Telegram (m) (R) (92-67)	19,603	.07	.07	Daily Telegram Co.	B. M. Roberts	Walter H. Case	Hal Forrest		S. S. Conklin	Oscar Conklin	Vernon Maxson	Ferd Reichman	
Sunday edition	17,597	.07	...										
†Sun (m) (21)	8,793	.04	...										
Sunday edition	8,793	.04	...										
LOS ANGELES, 576,673.													
†Examiner (m) (I) (E) *S (30-158-68)	156,638	.35	...	Geo. G. Young	F. W. Eldridge	F. W. Eldridge	R. T. Van Eltisch			S. P. Bartlett; F. H. McMahon[3]	A. G. Williams; R. J. Corrigan	R. E. Seller	Geo. Hesse; E. E. Falrchild[1]
Sunday edition	332,224	.70	...										
Express (J) (E) (112)	98,903	.18	.15	Express Pub. Co.	E. A. Dickson	A. Y. Tully	Harry Strachan	F. W. Kellogg	J. P. Hamilton	M. S. Day; F. Wagner	N. R. Jensen	Naylor Rogers	H. L. Clark
Herald (I) (J) (E) (104-116-67)	167,649	.32	...	Frank F. Barham	Frank F. Barham	Edwin R. Collins	J. C. Stuart	Frank F. Barham	Donald G. Keeler	Arthur Holliday; E. O. Menz[3]	Wm. J. Harrison	Carl B. Nissen	M. S. Culver
Illustrated News (I) (9) (E) Sunday edition (est. Feb. 1, 1924)	133,159	.30	.215	Cornelius Vanderbilt, Jr.	C. Vanderbilt, Jr.	Frederick Shorey	Douglas Tierney	C. T. Shearer	C. T. Shearer	Chas. E. Fisher	B. B. Marcum; R. G. Smith	Howard Hill; R. Henri	Sam Sprecker; Ed Dove
Record (I) (5-8)	47,143	.10	...	Le Roy Sanders	Procter Cook	Procter Cook	Gilbert Brown	Le Roy Sanders	N. S. Hellis	N. S. Hellis			
†Times (m) (R) (J) (E) *S (156-12)	121,984	.20	.17	Harry Chandler	Harry Chandler	Harry E. Andrews	Denton Crowe	Harry Chandler	Jacob Baum	Irving Smith & Walter G. Pfaff[3]	A. L. Parker	H. W. Jacoby	M. S. Bentley
Sunday edition	175,196	.28	.22										

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
MADERA, 3,444.													
†Mercury (m) (R) (J) (none) (31-													James Kemp

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
MADERA, 3,444.													
†Mercury (m) (E) (J) (none) (31-154)	1,275	.025	.025	D. R. Hanhart	D. R. Hanhart	D. R. Hanhart	Elizabeth Hughes	D. R. Hanhart	D. R. Hanhart	D. R. Hanhart	A. Madrid	D. R. Hanhart	James Kemp; E. B. Peck[1]
Sunday edition	1,275												
Tribune (4)	1,279	.025	...	Clark & Clark	H. A. Clark								B. E. Stotts
MARTINEZ, 3,858.													
Gazette (4) (d)	885	.021	...	W. A. Rugg	W. A. Rugg	W. A. Rugg	J. K. Cushing	W. A. Rugg	W. A. Rugg	L. E. Sirrard	E. U. Arnold	L. E. Sirrard	W. C. Rawson[2]
Standard (R) (4)	1,480	.021	.021	Contra Costa Publishing Co.	Will R. Sharkey	Will R. Sharkey	Cyril L. Cairns	Will R. Sharkey					
MARYSVILLE, 5,461.													
†Appeal (m) (R) (J) (83-102)	2,870	.025	.025	James M. Cremin	James M. Cremin		W. T. Day		J. C. Allison	J. C. Allison	Al Ries		W. M. Campbell; W. T. Campbell[1]
Sunday edition	2,870												
Democrat (R) (J) (none) (62)	2,843	.025	.025	A. W. Gluckman	W. S. O'Brien		L. A. P. Eichler	A. W. Gluckman		R. H. Butler	J. M. Whyler		R. N. Murphy[1]
MERCED, 3,974.													
†Star (m) (R) (J) (136-18)	2,210	.025	.025	Merced Star Pub. Co.	Walter H. Killam	Walter H. Killam	George Derby	Harry M. Thomas	Harry M. Thomas	Ivan J. Culver	Mercedes Mahon		John Carlisle
Sunday edition	2,240												
Sun (I) (J) (60)	2,287	.025	.025	Radcliffe & Hoult	C. Radcliffe	C. Radcliffe	Chandos Castle	U. J. Houd	U. J. Houd	Paul Foster	L. B. Bertsch		Will M. Chestnut[2]
MODESTO, 9,241.													
†Herald (m) (I) (109-118-102) (t)	4,244	.035	.026	Herald Pub. Co.	Leslie A. Ferris		L. C. Kessel		John C. Cuneo	George G. Voight	W. E. Griffin	W. H. Smith	R. C. Callendar
Sunday edition	4,322												
News (R) (105-62)	5,680	.04	.039	Modesto News Pub. Co.	E. L. Sherman	E. L. Sherman	H. E. Conway	E. L. Sherman	H. P. Walls	M. J. Hunter	H. V. Parratt	J. P. Moore	George Davis
MONROVIA, 5,480.													
News (I) (none)	1,833	.029	.029	C. C. Howard			W. C. Blakey		H. W. Fredericks				Ed. Watkins[1]
MONTEREY, 8,516.													
Peninsula Daily Herald (83-102)	2,214	.025	.02	Peninsula Daily Herald Co.	Allen Griffin	Rolin G. Watkins	R. Wilson	Allen Griffin	Roy P. Grant	Roy P. Grant; Allen Griffin[3]	Charles Myers	C. Boke	A. H. Clickard; G. Green[1]
NAPA, 6,757.													
†Journal (m) (d) (none)	1,725	.018	...	J. E. Walden, E. Muller & E. W. Longan, Publishers	Edward W. Longan						Rudolph Worel		
Sunday edition	1,725	.018	...										
Register (R) (none)	2,200	.021	.021	Francis & Francis	G. M. Francis	Geo. H. Francis	L. Ezettil	Geo. H. Francis					
OAKLAND, 216,261.													
Post Enquirer (I) (E) (120-16)	32,573	.12	.12	Charles Sommers Young	Carl Hoffman	E. T. Jorgenson	Harold Noon		C. H. Brockhagen	R. A. Carrington, Jr.	Victor Lattanner	James F. McCue	James Nolan
Tribune (m) (R) (J) (E) (156)	59,046	.15	.15	Joseph R. Knowland	Joseph R. Knowland	Leo S. Levy	R. H. Danforth	R. A. Forsterer		R. G. Breeze; C. L. Irish[3]	Wm. F. D. Brown	M. A. McDonald	Alexander Doig; W. H. Barry[1]
Sunday edition	58,839												
ONTARIO, 7,280.													
Report (I) (J) (none)	3,015	.025	.036	Ontario Pub. Co.	Cromble Allen	Cromble Allen		H. L. Allen					
ORANGE, 4,884.													
News (R) (J) (none)	2,473	.021	.025	Hart & Craemer	W. O. Hart		Ray S. Arguello	J. Y. Craemer		O. G. Franke	H. W. Batterman		C. A. Armstrong; G. L. Buhrman[1]
OROVILLE, 3,340.													
Mercury (R) (J) (none)	1,123	.018	.018	Edythe Dungan	Edythe Dungan				Arthur W. Ford				Philip Hefner[2]
†Register (R) (J) (none) (d)	1,614	.018	.018	Oroville Register Pub. Co.	Geo. C. Mansfield		Alex. Wilson		Talbot J. Powers	Talbot J. Powers	Talbot J. Powers	Talbot J. Powers	Gustav Reich
OXNARD, 4,417.													
Courier (R) (J) (none)	1,335	.021	.021	J. J. Krouser	J. J. Krouser	J. J. Krouser	Jack Miller	J. J. Krouser	J. J. Krouser	Chas. W. Teubner	Chas. W. Teubner		T. W. Challis; G. A. Jones[1]
PACIFIC GROVE, 2,974.													
Review (R) (J) (none) (d)	585	.014	.014	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith	A. B. Smith
PALO ALTO, 5,900.													
Times (I) (J) (4-154)	2,102	.036	.036	Times Pub. Co.	Dallas E. Wood		Carroll D. Hall	George F. Morell	R. E. Lovett		Clarence Borden		William F. Henry; Edward Warner[1]
PASADENA, 45,354.													
Post (I) (J) (112)	11,120	.05	.04	F. W. Kellogg	F. F. Runyon		Howard W. Hayes	W. S. Kellogg	A. J. Baum	A. J. Baum	W. S. Kellogg	A. S. Adams	J. H. Pattison; Harlan Hall[1]
Star-News (I-R) (J) (100-138-102)	15,281	.06	.06	Star-News Pub. Co.	Charles H. Prisk	Charles H. Prisk				A. J. Hosking			
PETALUMA, 6,226.													
Argus (R) (J) (4)	2,665	.021	.021	The Olmsted Co.	J. Emmett Olmsted	J. Emmett Olmsted	A. S. Newburgh	John A. Olmsted	John A. Olmsted	John A. Olmsted	John A. Anderson		John A. Olmsted[1]
†Courier (m) (I) (J) (130-137)	1,465	.018	.018	Homer W. Wood	Homer W. Wood		K. T. Rodd	Homer W. Wood			G. B. Howard		
Sunday edition	1,465												
PLACERVILLE, 1,650.													
Republican (R) (J) (none)	....	.018	.018	Brown & Bowen	L. H. Bowen	L. H. Bowen		L. H. Bowen	L. H. Bowen	L. H. Bowen	I. L. Bowen		H. B. Thomas; L. H. Bowen[1]
POMONA, 13,505.													
†Bulletin (m) (R) (J) (none)	...	.022	.022	King Printing Co.	E. E. King	R. L. Driscoll	R. L. Driscoll	E. E. King	Nelson J. King				
Sunday edition	....												
Progress (none)	3,437	.025	...	Progress Pub. Co.	W. E. Stevens								
PORTERVILLE, 4,097.													
†Messenger (m) (I-R) (J) (4)	1,545	.018	.018	Otis B. Tout	Otis B Tout	Otis B. Tout	O. B. Tout	O. B. Tout	O. B. Tout	C. B. Remsburg	Mrs. W. A. Berneker	Mrs. W. A. Berneker	W. A. Berneker[2]
Sunday edition	1,545												
Recorder (I) (4)	1,915	.021	.021	Will H. Hornibrook	Geo. D. Crisey	Will H. Hornibrook		Will H. Hornibrook	Will H. Hornibrook	Will H. Hornibrook	Will H. Hornibrook	Will H. Hornibrook	Herman Spurgeon; Wymard McQuown[1]
RED BLUFF, 3,104.													
News (4)	1,350	.018	...	John G. Miller	John G. Miller								
REDDING, 2,962.													
Courier-Free Press (R) (J) (none)	1,164	.018	.018	Walter H. Fink	Walter H. Fink								R. S. Woodruff
†Searchlight (m) (I)	1,475	.018	.018	H. L. Moody	H. F. Baker	H. F. Baker	Russell Sanders	H. L. Moody	Mrs. H. L. Moody				
Sunday edition	1,475												
REDLANDS, 9,571.													
Facts (R) (none)	2,738	.025	.025	Redlands Daily Facts	Lyman M. King	Lyman M. King	F. K. Arthur	Paul W. Moore	Paul W. Moore	Paul W. Moore	L. O. Hammond		H. A. Hargraves; G. C. Bacon[1]
REDONDO BEACH, 4,913.													
Daily Breeze	3,000	.03	.03	Kellogg and Dickson	S. G. Austin	S. G. Austin			C. B. Robertson	Robert Fox; A. J. Hall[3]	Wesley Warden	H. P. Gates	W. W. Vallindigham[2]
REDWOOD CITY, 4,020.													
Tribune	911	.025	.014	George F. Morell	John G. Robinson				Sam H. Winkleblock		Hubert J. Janss		W. F. Henry; C. E. Sebring[1]
RICHMOND, 16,843.													
Independent (R) (J) (145-155)	3,104	.029	.029	Independent Pub. Co.	Ruel S. Crose	John F. Galvin	Ruel S. Crose	John F. Galvin	John F. Galvin	John A. Long	Lillie K. Heady	Katherine Rabbitt	Charles Brombacher; Fred S. Newsom[1]
†Record-Herald (m) (none)	2,134	.025	...	Record-Herald Pub. Co.	G. E. Milnes								
Sunday edition	2,134												
RIVERSIDE, 19,341.													
†Enterprise (m) (R) (J) (83)	4,597	.03	.025	J. R. Gabbert		L. A. Hartman	Ray Wolfe	J. R. Gabbert	J. L. Williams	J. L. Williams	Claud Haynes	P. E. Murray	Si Isaacs; W. B. Phillips[1]
Sunday edition	4,597												
Press (R) (J) (102)	6,126	.03	.03	Daily Press, Inc.	E. P. Clarke		A. A. Piddington		H. W. Hammond	H. E. Ross	John L. Wagner		A. C. Sias
SACRAMENTO, 65,857.													
Bee (I) (112)	38,817	.10	.10	W. H. James, Bus. Dir.	Chas. K. McClatchy	J. Earl Langdon	D. J. Smith	Carlos K. McClatchy	G. C. Hamilton	T. A. Cody	P. M. Knox		
Star (I) (3)	8,771	.035	...	Star Ptg. Co.	Rodney L. Brink	Rodney L. Brink	Richard L. Chase	E. F Chase	James S. Louvau	Talbot L. Kendall	Edward B. Clancy		
†Union (m) (I) (158-62)	9,096	.05	.039	James D. Meredith and E. E. Craven	B. E. Bradley	M. H. Barton	Leslie G. Davis	B. E. Bradley	B. E. Bradley	Homer B. Root & Victor N. Werlhof[2]	Frank Rhodes	Luther Haworth	Francis Lloyd
Sunday edition	10,591	.06	.039										
SALINAS, 4,308.													
Index (R) (J) (31-154)	....	.025	...	Fred Weybret	Deane H. Townes	Deane H. Townes		Fred Weybret	Fred Weybret	Norriss Hetherington			Fred Weybret[1]
†Journal (m) (D) (J) (154)	1,332	.021	.011	Paul Parker	W. C. Lewis		Miss T. Puni		P. Parker	P. Parker			L. Narvaez[1]
Sunday edition	1,332												

Explanation: **Dagger** (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line, where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

CALIFORNIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
SAN BERNARDINO, 18,721.													
†Sun (m) (R) (102)	7,100	.05	.05	The Sun Co.	R. C. Harbison	J. A. Guthrie			H. S. Webster	C. G. Garratt; L. C. Vanclave[3]	O. F. Thayer	H. P. Graham	L. L. McFall; A. R. Powell[1]
Sunday edition	7,250												
Telegram (R) (J) (102)	2,419	.05	.05	The Sun Co.	A. J. Brown				H. S. Webster	C. G. Garratt; L. C. Vanclave[3]	O. F. Thayer	H. P. Graham	L. L. McFall; A. R. Powell[1]
SAN DIEGO, 74,683.													
Sun (I) (3) (mer.)	16,221	.045	.045	San Diego Sun Pub. Co.	George H. Thomas				W. S. Dayton				
†Union (m) (R) (E) (113)	19,410												
Sunday edition	25,931												
Tribune (see Union)	16,099	.09	.085	San Diego Union Co.	James MacMullen	James MacMullen	C. A. McGrew	Jas. MacMullen	E. F. Parmelee	E. F. Parmelee	W. V. O'Farrell	E. F. Parmelee	L. R. Barrow
Combined daily	35,509	.08	...										
SAN FRANCISCO, 506,676.													
Bulletin (I) (J) (E) (83-113-62)	64,683	.16	.16	Bulletin Pub. Co.	R. A. Crothers	F. W. McKechnie	Jack Parks	B. B. Page	H. C. Cupit	H. W. Bates	R. J. Birch	Dave Alves[1]	
Call-Post (I) (J) (104-116-132)	91,172	.20	.16	John Francis Neylan	Fremont Older	E. J. Gough	Eugene Block		Jacob L. Adler	W. R. Penney; R. L. Litchfield[3]	J. E. Grey	J. K. Evans	A. C. Peterson; H. Mathey[1]
†Chronicle (m) (I) *S (156-12)	85,473	.25	...	M. H. de Young	A. L. Clarke	K. M. Anderson	Ralph H. Cromwell	W. H. B. Fowler	W. H. B. Fowler	Perry Epsten; C. F. King	G. A. Fisher	L. C. Glennon	M. Wayman
Sunday edition	128,259	.29	...										
†Examiner (m) (I) (E) (30-36-158) (mer.)	160,347	.32	...	C. S. Stanton	C. S. Stanton	E. D. Coblentz	W. M. Hines		J. A. Callahan	J. A. Callahan	A. E. Crawford	C. A. Sternberger	W. C. Townsell
Sunday edition	319,141	.60	...										
†Illustrated Herald (9)	133,000	.25	.195	Cornelius Vanderbilt, Jr.	Cornelius Vanderbilt, Jr.	F. N. Shorey	F. Moore		G. L. North	H. H. Potter	B. B. Marcum	H. Ingham	S. D. Sprecker
†Journal (m) (I) (E) (105)	26,173	.15	.12	A. M. Lawrence	J. P. McSorley	J. P. McSorley		Bruce D. Ellis	Bruce D. Ellis	Bruce D. Ellis		C. H. Smith	
Sunday edition	26,173	.16	.15										
News (I) (E) (3)	52,479	.13	.13	Daily News Co.	W. N. Burkhardt	Howard Krueger	Robert Jones	E. F. Chase	J. L. Cauthorn	W. Abbey	F. A. Anderson	H. J. Harrison	C. A. Pitts
SAN JOSE, 39,604.													
†Mercury-Herald (m) (R) (E) (83-102)	15,444	.06	.06	Mercury Herald Co.	E. A. and J. O. Hayes	E. K. Johnston	John R. Brokenshire		W. P. Lyon	F. L. Baker; W. P. Lyon[3]	E. L. Simpkins		
Sunday edition	16,278												
News (I) (none)	....	.04	.04	H. L. Boggerly	R. L. Burgis		Jack Wright		Ada Jane Kimball	J. Stacey	H. Forde		
SAN LUIS OBISPO, 5,895.													
Herald	2,125	.025	.025	Herald Pub. Co.		Tracy Byers			John A. Rollins	R. F. Nowak	H. B. Gwilliam		Dan Creswell; R. S. Holden[1]
Telegram (I) (J) (none)	1,846	.025	.025	Daily Telegram Co.		Frank Gehring			John A. Rollins	G. O. Davis	H. B. Gwilliam		Dan Creswell; R. S. Holden[1]
†Tribune (m) (R) (J) (none)	1,035	.014	.014	Benj. Brooks	Benj. Brooks		Josephine E. Hughston		C. B. Hughston				Alex. Delelsigues; Fred Finney[1]
Sunday edition	1,035												
SAN MATEO, 5,979.													
News-Leader (I) (J) (145)	2,007	.025	.025	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins	Ed. S. Riggins[2]
SAN PEDRO, 15,000.													
News (I) (J) (112)	5,383	.04	.04	San Pedro Printing & Publishing Co.	Thomas R. Evans	J. Frishman		J. Frishman	J. Frishman	R. B. Mistrox	Edward Reese	M. Weir	Floyd Getlys; C. C. McArthur[1]
Pilot (J) (92-67)	4,327	.035	.035	Waite Bros.	C. F. Waite	C. F. Waite	Harry Jones	C. F. Waite	C. F. Waite	A. L. Waite	F. R. Emery	Jerry Croft	J. A. Waite[2]
SANTA ANA, 15,485.													
Register (I-R) (none)	8,660	.045	.045	Register Pub. Co.	J. P. Baumgartner	T. E. Stephenson	H. A. Reuter	J. P. Baumgartner	Wm. H. Hanley	Wm. H. Hanky; T. C. McDonour[3]	Wm. McKay	T. G. McDonour	V. G. Manning
SANTA BARBARA, 19,441.													
News (I) (J) (none)	5,685	.035	.035	T. M. Storke	T. M. Storke	Lynn C. Simpson	H. F. Orriss		J. V. McClatchy	B. D. Lane	S. W. Powers		
†Press (m) (R) (56-112)	4,913	.035	.025	Reginald Fernald	Chas. M. Vernon	Jacques D'Armand	Claude M. Forbes		Wm. R. Mathews	L. A. Baxter	K. T. Boardman	C. S. Richardson	Jack Leonard
Sunday edition	5,137												
SANTA CRUZ, 10,917.													
News (I-R) (62-145)	2,815	.025	.025	Devlin & Judah Co., Inc.	E. J. Devlin		E. A. McRoberts	H. R. Judah, Jr.	H. R. Judah, Jr.	H. R. Judah, Jr.	R. C. Evans		A. J. Mackey
†Sentinel (m) (R) (J) (31)	2,731	.025	.025	Sentinel Pub. Co.	R. Wonderly	F. D. McPherson	E. Otto	F. D. McPherson	F. D. McPherson	W. E. Davis	W. P. Belote	W. P. Belote	E. W. Fields[2]
Sunday edition	2,731												
SANTA MARIA, 3,943.													
Times (R) (J) (136-36)	1,125	.014	.014	O. M. Cannon	O. M. Cannon	A. S. Scroggs		O. M. Cannon		F. M. Terrill	S. E. Cannon		J. L. Corey[2]
SANTA MONICA, 15,252.													
Outlook, Ocean Park Bulletin & Sawtelle Tribune, group (I) (J) (112)	6,838	.04	.035	F. W. Kellogg & E. A. Dickson	Robert P. Holliday	Chas. S. Warren	Harry E. Modisett	W. C. McMillan		Leo J. Ihle; Helen D. Rowand[3]	E. T. Linden	C. S. Millius	A. K. Whyte; G. A. Clausen[1]
SANTA ROSA, 8,758.													
†Press-Democrat (m) (I-D) (J) (155)	6,517	.04	.03	E. L. Finley	E. L. Finley	E. L. Finley	E. A. Waite	E. L. Finley	E. L. Finley	W. H. Grubbs	McB. Smith	C. E. Fouts	C. A. Brendlin; Grant Kellogg[1]
Sunday edition	6,517	.04	.03										
Republican (R) (J) (*Sat.) (83-102)	4,315	.035	.03	J. Elmer Mobley	J. Elmer Mobley	J. Elmer Mobley	Wm. C. Etheredge	J. Elmer Mobley	J. Elmer Mobley	Paul M. Johnson	E. Ross Burger	Paul M. Johnson	J. B. Rice; J. Elmer Mobley[1]
STOCKTON, 40,296.													
†Independent (m) (R) (74)	4,871	.04	.04	Stockton Independent Pub. Co.	W. A. Fitzgerald		J. R. Thompson		J. Ross Williams	C. M. Adriance	W. H. Dounners	Lawrence Griswold	H. G. Bird
Sunday edition													
Record (I) (62-83)	16,379	.06	.06	Record Pub. Co.	Irving Martin	J. E. Reynolds	Richard Rea		H. J. F. Berkeley	H. J. F. Berkeley; Miss Nell Smith[3]	L. V. Peterson	Miss Hilda Lloyd	J. E. Malloy
TAFT, 3,317.													
Midway Driller (D) (J)	3,065	.03	.03	Midway Driller Pub. Co.	Edmond W. Callander	E. W. Callander	E. W. Callander	A. M. Keene	J. D. Peterson	H. G. Arndt	Ed. Foss	E. Hass	C. B. Endsley
TULARE, 3,539.													
†Advance (m) (I) (J) (102)	1,015	.018	.018	Patterson D. Nowell	Patterson D. Nowell	Patterson D. Nowell	Harry J. Borba	P. D. Nowell	W. B. O'Shea	E. J. Bodine			W. H. Toten[1]
Sunday edition	1,015												
Journal (I) (J) (none)	2,179	...	...	Mrs. Josie Goodwin					K. Pike	R. Nedham	J. Goodwin		J. H. Clark
Register (I) (J) (152-154)	1,010	.021	.014	H. A. Charters	H. A. Charters	H. A. Charters	H. A. Charters	H. A. Charters	D. S. Mains	D. S. Mains	S. C. Mains	D. S. Mains	Fred A. Allen; C. A. Christmas[1]
VALLEJO, 21,107.													
Chronicle (60)	1,357	.025	...	W. D. & R. D. Pennycook, Publishers	Frank L. Savage								
News (none)	1,816	.018	.018	Henry F. Stahl	George Roe	Henry F. Stahl	George Roe	Henry F. Stahl	Henry F. Stahl				
†Times-Herald (m) (I) (J) (none)	1,657	.025	.025	Times-Herald Pub. Co., Inc.	John J. Motzko	Luther E. Gibson	A. D. Hymin	Luther E. Gibson	Luther E. Gibson	Luther E. Gibson	F. R. Birchmore		Leonard Laing
Sunday edition	1,657												
VENICE, 10,385.													
Vanguard-Herald (J) (112)	3,390	.03	.03	F. W. Kellogg & E. A. Dickson.	Don Black			E. S. Kellogg	R. B. Hayes	R. B. Hayes; A. J. Hall[3]	D. S. Rathbun	Herbert Walters	Earl Leavitt; J. J. McCullough[1]
VENTURA, 4,342.													
Free Press (R) (J) (145-36)	1,477	.02	.02	D. J. Reese	L. A. Smith	L. A. Smith	L. A. Smith	L. A. Smith	L. A. Smith	L. A. Smith	Miss Edith Dimmick	Miss Edith Dimmick	J. A. Brunette[2]
†Post (m) (R) (J) (31-154)	1,375	.018	.018	A. H. Davis									
Sunday edition	1,375												
VISALIA, 5,753.													
†Delta (m) (R) (J)	2,204	.021	.018	Chas. A. Whitmore	Chas. A. Whitmore	Chas. A. Whitman	Floyd Byrnes	Chas. A. Whitmore	Chas. A. Whitman	C. B. Stevenson	G. H. Swasey		H. O. Paulson
Sunday edition													
Times (D) (J) (145-155)	1,521	.021	...	M. M. Maddox	A. A. Smith				P. E. Ritcha	F. F. Ware			J. H. Ward; H. Simerly[1]
WATSONVILLE, 5,013.													
Pajaronian (R) (J) (none)	1,500	.021	.021	Piratsky & Radcliff	Jas. G. Piratsky		R. H. McMaster		Jas. G. Piratsky				G. Smith
†Register (m) (I-R) (J) (none)	1,630	.021	.021	F. W. Atkinson	F. W. Atkinson	F. W. Atkinson	R. A. Wilson	F. W. Atkinson	F. W. Atkinson	E. W. Smuts			
Sunday edition	1,630												

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
WILLOWS, 2,190.													

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
WATSONVILLE, 5,013.													
Pajaronian (R) (J) (none)	1,500	.021	.021	Piratsky & Radcliff	Jas. G. Piratsky		R. H. McMaster		Jas. G. Piratsky				
†Register (m) (I-R) (J) (none)	1,630	.021	.021	F. W. Atkinson	F. W. Atkinson	F. W. Atkinson	R. A. Wilson	F. W. Atkinson	F. W. Atkinson	E. W. Smutz			
Sunday edition	1,630												
WILLOWS, 2,190.													
Journal (J) (none)	1,002	.018	...	E. M. Sehorn	E. M. Sehorn		J. F. Sidgmore		C. O. McDonnell	C. O. McDonnell	C. O. McDonnell	C. O. McDonnell	R. W. Crawford[2]
WOODLAND, 4,147.													
Democrat (D) (J) (none)	1,785	.025	.025	Ed. E. Leake	Ed. E. Leake	Paul R. Leake	E. I. Leake		N. M. Lamb	Paul R. Leake	E. I. Leake		Harry Orser[1]
†Mail (m) (none)	1,475	.025	...	W. F. Mixon	W. F. Mixon								
Sunday edition	1,475												

COLORADO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ASPEN, 2,500.													
Democrat-Times (I-D) (J) (none) (d)	500	.018	.018	Charles Dailey, Sr.	Charles Dailey, Sr.	Charles Dailey, Sr.	Kenneth Mathewson	Charles Dailey, Sr.	Charles Dailey, Jr.	Charles Dailey, Jr.	Charles Dailey, Jr.	Charles Dailey, Jr.	Charles Dailey Jr.
BOULDER, 10,989.													
Camera (D) (J) (none)	2,211	.018	.018	L. C. Paddock	L. C. Paddock	L. C. Paddock	A. A. Paddock		E. K. Hartzell	E. K. Hartzell			A. W. Howard[2]
News-Herald (R) (J) (none)	2,165	.021	...	Union Pub. Co.	A. A. Parkhurst	A. A. Parkhurst	E. M. LeVeque	H. Russell Thompson	H. Russell Thompson	H. Russell Thompson	R. Finlayson	H. Russell Thompson	W. H. Green[2]
CANON CITY, 4,551.													
Record (R) (J) (none)	1,807	.018	.018	Guy U. Hardy	W. W. Emmerson	J. Leo Sterling	W. W. Emmerson	J. Leo Sterling	J. Leo Sterling	J. W. Pearson	J. H. Putnay	J. W. Pearson	W. A. Johnson[2]
COLORADO SPRINGS, 30,105.													
†Gazette (m) (R) (73)	5,709	.07	.07										
Telegraph (m) (I-)	8,113												
Combined daily	13,822	.07	.07	C. C. Hamlin	C. C. Hamlin	T. E. Nowels	T. W. Ross	T. E. Nowels	E. A. Powell	H. A. Garnett	W. A. Butler	A. M. Barr	F. R. Foster
Sunday edition	12,333												
CRIPPLE CREEK, 2,325.													
†Times & Victor Record (m) (130-4).	....	.018	...	Cripple Creek Times Co.	W. A. Kyner								
Sunday edition	....												
DENVER, 256,491.													
Express (I) (3)	15,275	.05	.044	Express Pub. Co.	Sidney B. Whipple	Leslie J. Pigott	R. E. Wilson	J. A. Keefe	A. J. Gillis	C. W. Blanchard	A. L. Northway	V. E. Philpott	F. L. Pferestellar
Post (m) (I) (E) (86)	140,570	.25	.20	F. G. Bonfils & H. H. Tammen	F. G. Bonfils and H. H. Tammen	William C. Shepherd	John B. Day		F. J. Kasdorf	F. I. Carruthers, Merritt F. Riblet[3]	John Levand	Glenn Ranck	E. O. Ethol
Sunday edition	205,056	.30	.25										
†Rocky Mt. News (m) (I) (E) *8 (146-12)	31,852	.18	...	John C. Shaffer	John C. Shaffer	William C. Shanklin	E. C. Day	S. S. Sherman	Leonard J. Eppoch	William R. Cooks, Cecil L. Shepard[3]	C. P. Harvey	S. D. Stiles	H. W. Carstarphen
Sunday edition	54,444	.18	...										
Times (I) (E) (132-12)	23,491												
Combined daily	55,343												
DURANGO, 4,116.													
†Democrat (m) (D) (J) (31)	3,117	.018	.018	Democrat Ptg. Co.	Rod S. Day		James R. Noland	Rod S. Day		A. A. Arthur			J. C. Young[2]
Sunday edition	3,117												
Herald (R) (J) (145-154)	2,190	.018	.018	Herald Pub. Co.		Garry J. Thompson	Garry J. Thompson	Garry J. Thompson	Garry J. Thompson	Garry J. Thompson	Garry J. Thompson	Garry J. Thompson	T. R. Mahan[2]
FLORENCE, 2,629.													
Citizen (I) (J) (none)	785	.014	.014	Citizen Pub. Co.	Lynn Smith				Lynn Smith	Irvine Meek	Irvine Meek	Irvine Meek	Irvine Meek[2]
FORT COLLINS, 8,734.													
Courier (R) (J) (92)	1,560	.035	.035	Geo. C. McCormick		Geo. C. McCormick	E. A. Hancock	Geo. C. McCormick		W. G. Jackson		Jas. G. McCormick[2]	George McCormick[1]
†Express (m) (R) (J) (107)	2,847	.035	.035										
Sunday edition	2,847												
FORT MORGAN, 3,818.													
Times (R) (J) (4)	1,425	.018	.05	R. B. Spencer	R. B. Spencer	R. B. Spencer	Ralph Johnston	Mrs. G. P. Gatewood	R. B. Spencer	Mrs. G. P. Gatewood	R. B. Spencer	Mrs. G. P. Gatewood	P. P. Whipple[2]
GRAND JUNCTION, 8,665.													
†News (m) (R) (J) (149-102)	3,401	.018	.018	Grand Valley Printing Co.	C. E. Adams	C. E. Adams	T. J. Stevens	C. E. Adams	C. E. Adams	A. L. Look	M. Glover	A. L. Look	R. B. Crane, Rodney Jay[1]
Sunday edition	3,401												
Sentinel (D) (J) (118)	3,252	.02	.02	Sentinel Ptg. & Pub. Co.	Walter Walker	Walter Walker	J. H. Reeds	Walter Walker		W. A. Williamson	J. H. Dodson	W. A. Williamson	W. A. Williamson[2]
GREELEY, 10,883.													
†Tribune-Republican (I-R) (J) (none).	1,190												
Evening edition	2,582	.025	.025	Tribune-Republican Pub. Co.	F. E. Merrill	Charles Hansen	F. E. Merrill	Charles Hansen	F. C. Peterson	F. P. Matthews	Mrs. E. E. Lewis	Jerome Bunker	H. B. Hatch[2]
Total	4,772												
LA JUNTA, 4,964.													
Democrat (D) (J) (none)	805	.014	.014	La Junta Democrat Pub. Co.	James E. Sevitz	James B. Pearce		James B. Pearce	James B. Pearce	James B. Pearce	James B. Pearce	James B. Pearce	Irving B. Johnson[2]
LAMAR, 2,512.													
News (I) (J) (4-154) (t)	805	.017	.014	Betz Pub. Co.	Fred Betz	Fred Betz	Miss Vivian Hobbs	Fred Betz	Charles Scruton	Fred Betz	Max Speckman	T. K. Kennedy	M. C. Stevens, F. W. Sellar[1]
LEADVILLE, 4,959.													
†Herald Democrat (R) (J) (8) (d)	3,076	.025	...	Leadville Publishing & Ptg. Co.	H. C. Butler			F. E. Vaughn					L. A. Shepherd[1]
Sunday edition	3,076												
LONGMONT, 5,848.													
Call (R) (J) (none)	1,325	.021	.021	Jean Johnson	Geo. W. Johnson	Geo. W. Johnson	Jean Johnson	L. H. Johnson					Otis Moore[2]
Times (I) (J) (none)	1,355	.02	.02	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	Ray Lanyon	
LOVELAND, 5,279.													
Reporter-Herald (I) (J) (none)	1,925	.029	.021	R. J. Ball & R. L. Etter	R. J. Ball	R. J. Ball	R. E. Littler	R. J. Ball	R. J. Ball	R. L. Etter	R. J. Ball	R. L. Etter	J. W. Ramey, C. E. Mason[2]
MONTROSE, 3,581.													
Press (R) (J) (145)	3,033	.02	.02	Press Printing Co.	C. E. Adams	G. M. Green	G. M. Green	G. M. Green	G. M. Green	G. M. Green			E. L. Milner[2]
PUEBLO, 42,908.													
†Chieftain (m) (19)	8,320	.04	.036	Chieftain Printing Co.	Walter L. Wilder								
Sunday edition	10,964												
Star-Journal (m) (I) (mer.) (92)	9,233	.04	.04	Frank S. Hoag	J. R. Shea	J. R. Shea	W. F. McCafferty	Frank S. Hoag	Morris Townsend	John R. Kelly, M. D. Townsend[3]	E. H. Kehoe	H. E. Graham	Carl Hed
Sunday edition	9,676												
STERLING, 6,415.													
Advocate (R) (J) (145)	4,222	.036	.036	Advocate Pub. Co.	A. M. Biggerstaff	J. J. Woodring	L. O. Stansbury	J. J. Woodring	J. J. Woodring	J. J. Woodring, Vern A. Coverdell[3]	Sallie Lea Davis	Vern A. Coverdell	C. E. Hayne, O. F. Pierson[1], Tom Orser
TELLURIDE, 1,618.													
Journal (D) (J) (none) (d)	610	.015	.015	Journal Pub. Co.	Geo. R. Painter	Geo. R. Painter	Geo. P. Painter	Geo. R. Painter	Geo. R. Painter	A. E. Orser			A. E. Orser[1], H. A. Morgan
TRINIDAD, 10,906.													
Chronicle News (m) (R) (J) (130).	2,925	.025	.018	Chronicle News Pub. Co.	F. E. Winsor		R. E. McCling	R. E. McCling		Joseph Wheeler	Clarence Harvey		Henry Foster[1]
Sunday edition	2,925												
Picketwire (149)	3,235	.025	...	Robinson-Wright Printing Co.	Frank J. Rose	Frank J. Rose	Frank J. Rose	A. W. Wright	A. W. Wright	Geo. H. Beasley	M. W. Rose	Geo. H. Beasley	R. W. Robinson[2]

CONNECTICUT

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ANSONIA, 17,643.													
Sentinel (R) (J) (73)	6,709	.03	.03	Emerson Bros., Inc.		J. R. Emerson	J. R. Emerson	H. F. Emerson	H. F. Emerson	L. L. Dessauniers	L. L. Dessauniers		H. F. Emerson[1]
BRIDGEPORT, 143,538.													
Herald (Sunday only) (I) (63)	19,853	.10	.09	Richard Howell	Richard Howell	Richard Howell	A. S. O'Brien	Richard Howell	Richard Howell	Steven L. Oswald	G. H. Baldwin	S. L. Oswald	A. S. Cleland
and Waterbury Herald	15,128												
Post (m) (I) (J) (E) (mer) (78)	30,501	.15	.12	Post Publishing Co.	George C. Waldo			Ed. Flicker		T. A. D. Weaver	F. P. Crawford	E. J. Pfriem	
†Telegram (See Post).	14,942												
Total	45,443												
Sunday Post	20,031	.10	.08										
Star (I) (63)	15,891	.04	.03	Geo. B. Clark		W. D. Bagley	Joseph Masterson	Geo. B. Clark	Geo. B. Clark	J. E. Phelan	Robert M. Jones		Chas. F. Stevens
Times (D) (21)	17,012	.035	.03	Times Pub. Co.	Lynn W. Wilson	James L. McGovern	Frank Quinlan		John W. Rose	E. C. Lynch	N. P. Larsen	W. J. Guest	H. M. Booth

Explanation. Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

CONNECTICUT—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BRISTOL, 20,620.													
Press (I-R) (J) (none)	4,031	.02	...	Press Pub. Co.	W. H. Miller	Arthur S. Barnes	T. A. Tracy	Arthur S. Barnes	Arthur S. Barnes	Arthur S. Barnes			
DANBURY, 22,325.													
News (none)	6,948	.018	...	Danbury News Pub. Co.		F. B. Dalton		F. B. Dalton					
HARTFORD, 138,036.													
†Courant (m) (mer) (R) (J) *S (58)	33,157	.08	.07	Courant Co.	Charles H. Clark	Emile Gauvreau	Harry I. Horton	Henry H. Conland	Henry H. Conland	Joseph W. Thurston; Henry H. Couland[3]	P. F. Viets	Joseph W. Thurston	F. W. Turner
Sunday edition	50,185	.11	.09										
Times (I-D) (J) (76)	5,126	.12	.12	Burr Printing Co.	Clifton L. Sherman	Charles E. Perkins	Albert I. Prince	C. P. Chamberlin	E. C. Willson	James M. Linton	Norman Johnson	J. Midinton	Emil F. Lunke
MANCHESTER, 18,370.													
Herald (R) (J) (109)	3,929	.02	.02	Herald Printing Co., Inc.	Elwood S. Ela	Elwood S. Ela	Thomas Ferguson	Elwood S. Ela	Elwood S. Ela	E. Hugh Crosby	C. W. Hutchinson	E. Hugh Crosby	Leon Thorp
MERIDEN, 34,739.													
Journal (I) (96)	6,071	.025	.025	F. E. Sands	F. E. Sands	E. B. Whitney	Walter Allen		C. H. Tryon	S. H. Wendover; C. H. Tryon[3]	T. J. Moroney	C. Hubbard	E. W. Woollen
†Record (I-R) (58)	7,256	.025	.025	E. E. Smith	T. H. Warnock	J. L. Hull	Hugh J. Lee		Wayne C. Smith	Wayne C. Smith	Oliver Gale	A. J. Penders	
MIDDLETOWN, 22,129.													
Press (I) (96)	7,897	.025	...	Press Pub. Co.	Elmer S. Hubbell		Fred N. Smith		Elmer S. Hubbell				Burr E. Stevens
NAUGATUCK, 15,051.													
News (I) (J) (37-75)	2,418	.02	.02	News Co., Inc.		T. W. Ahern	J. J. Hackett		T. W. Ahern	T. W. Ahern	Joseph Smith		J. S. Barry[1]
NEW BRITAIN, 59,316.													
Herald (I) (106-5)	8,955	.045	.035	Herald Pub. Co.	Johnston Vance	J. Vance	A. E. McEvoy		T. F. Jackson	M. J. Smith	A. Wolak	Wm. Hennessey	T. F. Lawler
Record (R) (J) (85)	7,872	.03	.03	N. B. Record Co.	H. A. Timbrell	J. L. Doyle	J. L. Doyle	W. J. Doyle	John W. Lockett	L. E. Edwardson & S. G. Lindenstern[3]	H. E. Scheny	Charles F. Robinson	J. W. Lockett[1]
NEW HAVEN, 162,519.													
†Journal-Courier (I) (58)	18,203	.06	.06	John B. Carrington	Norris G. Osborn	Arthur J. Sloane	Everett Kallgren	Edward T. Carrington	Herbert Peterson	Herbert N. French	J. L. Connelly	John Yaeger	Charles Mitchell
Register (m) (I) (96)	37,063	.10	.10	John Day Jackson	John Day Jackson	Roger Connelly	Harry Chard	Hugh B. Kennedy	Hugh B. Kennedy	Hugh B. Kennedy & H. F. Jenks[3]	Walter B. Mills	Charles B. Buck	Walter F. Walsh
Sunday edition	37,063												
Times-Leader (8-159)	17,049	.06	.06	William A. Hendrick	Charles W. Pickett	Avery D. Toohey	Avery D. Toohey	William A. Hendrick	George W. Hopkins	George W. Hopkins	Timothy P. O'Connor	Katherine Brennan	E. P. Skinner
Union (m) (I) *S (119)	14,501	.045	.045	Alex. & Phil. Troup	Philip Troup	William Barry	Frederick Grimley	Edward J. Sullivan	Edward J. Sullivan	Alexander Troop	John E. Sullivan	Edward J. Sullivan	Dale K. Fitzgerald
Sunday edition	14,501	.045	...										
NEW LONDON, 25,688.													
Day (R) (58)	11,350	.045	.045	Theodore Bodenwein		Charles S. Zack		Orvin G. Andrews					
†Globe (none)	....	.011	.011	Adams & Adams	Samuel T. Adams	Samuel T. Adams	Henry H. Adams		Henry N. Adams	Geo. Sisson			
NORWALK, 27,700.													
Hour (I) (41)	5,300	.14	.09	Edward J. Thomas	Edward J. Thomas	W. A. Tolles	W. A. Tolles	Edward J. Thomas	Edward J. Thomas	Edward J. Thomas & G. C. David Co.[3]	George C. David Co.	George C. David Co.	William B. Reed
NORWICH, 29,685.													
†Bulletin (R) (J) (none)	12,248	.05	.05	William H. Oat	Harvey M. Briggs		Charles F. Whitney	William H. Oat		William H. Oat[3]	Stephen P. Coffey		Charles F. Smith
Record (I) (J) (none)	3,640	.025	.025	Frank H. Pullen	Frank H. Pullen	John D. Moulton	Edward Browne		Weston C. Pullen	Benedict C. Pullen	Benedict C. Pullen		F. B. Manning[1]
STAMFORD, 40,057.													
Advocate (R) (J) (96)	8,627	.03	.027	Gillespie Bros., Inc.	R. H. Gillespie	Paul Lockwood	Paul Lockwood	R. H. Gillespie	R. H. Gillespie	R. H. Gillespie	H. W. Robbins	M. B. Noggle	S. W. Gillespie
†Stamford Sentinel (I) (109)	3,062	.02	...	Sentinel Pub. Co.	Leigh Dannenberg	Lamar Middleton	Gayno Parker	S. B. Van Horn	S. B. Van Horn	Wm. E. Tait			
SOUTH NORWALK, 27,700.													
Sentinel (R) (109)	3,521	.025	.018	Sentinel Pub. Co.	L. Danenberg	D. A. Morrisy	D. A. Morrisy	W. P. Milligan	W. P. Milligan	Charles R. Baker	G. Wilkenson	C. Benedict	C. L. Smith
TORRINGTON, 22,055.													
Register (J) (106-5)	4,438	.02	.025	Torrington Ptg. Co.	George W. Peterson	H. K. Knickerbocker	John H. Thompson	George W. Peterson	George W. Peterson	Anna Bilodeau	Muriel Jewiss		Wm. B. McIntosh; Lindsay R. Good[4]
WATERBURY, 91,410.													
Democrat (D) (J) (96)	9,328	.035	.045	Waterbury Democrat, Inc.	E. V. Maloney	E. V. Maloney	Martin Scully	E. V. Maloney	John A. Hayden	Rudolph Hennick	Peter B. Lynch	Lawrence Kenney	Harry White[1]
American (I-R) (E) (58)	10,044	.07	.05	W. J. Pape	C. F. Chapin	E. R. Stevenson	A. N. Colgrove		I. B. Myers	Harry E. Beck	C. Schofield	Jas. H. Darcy	Geo. E. Benjamin
†Republican (I-R) (m) *S (E) (58)	12,300			W. J. Pape	E. R. Stevenson		G. C. Baldwin						
Combined daily	22,344												
Sunday edition	15,307	.07	.05										
WILLIMANTIC, 12,330.													
Chronicle (I) (J) (96)	3,150	.015	.008	Chronicle Ptg. Co.	Roy W. Downer	John A. Keeffe		Harry N. Bullard	Harry N. Bullard	Harry N. Bullard			Charles G. Webster[1]
WINSTED, 8,248.													
Citizen (I-R) (J) (d) (none)	2,217	.009	...	Citizen Ptg. Co.	R. S. Hulbert	R. S. Hulbert	Louis T. Stone	R. S. Hulbert	R. S. Hulbert	R. S. Hulbert	T. A. Hulbert	Elizabeth Hayes	J. Van A. Duyser; J. C. Sweet[1]

DELAWARE

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
WILMINGTON, 110,168.													
Every Evening (I-D) (21)	13,028	.05	05	Wm. F. Metten	Wm. J. Robertson	F. K. Reybold	A. O. H. Grier	Wm. F. Metten	Wm. F. Metten	J. E. Blackson; Wm. F. Metten[3]	Louis Rutherford	J. E. Blackson	Wm. F. Hant
Evening Journal (R) (139)	19,934	.06	.06	News-Journal Co.	George Carter	George Carter	Clement B. Hallam	Clarence J. Pyle	Clarence J. Pyle	L. M. Wickersham; Clarence J. Pyle[3]	Clarence J. Pyle		R. Marvin Megginson
†News (R) (139)	8,433	.04	.03	News-Journal Co.	Albert W. Cummins	Chas. E. Gray	John A. Maue	Clarence J. Pyle	Clarence J. Pyle	L. M. Wickersham & Clarence J. Pyle[3]	N. A. McLaughlin		R. Marvin Megginson
Star (Sunday only) (I) (J) (71)	14,895	.06	.05	Joseph H. Martin	Joseph H. Martin	Joseph H. Martin	George E. Whitenack	Horace P. Warrington	Horace P. Warrington	Horace P. Warrington	Le Roy Taylor	Myrtle Williams	John Rein; Laurance Banks[1]

DISTRICT OF COLUMBIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
WASHINGTON, 437,571.													
News (I) (3)	47,138	.18	.12	Washington News Co., Inc.	John Gleissner	Herbert W. Walker	Willis Thornton		Maynard E. Zepp	W. J. Sylvester	J. D. Fitzgerald	W. H. Hershey	John Doolan
†Post (m) (I) *S. (13)	59,883	.18	.14	Washington Post Co.	Edward B. McLean	John J. Spurgeon	E. V. Harris	Arthur D. Marks	Arthur D. Marks	Ernest Johnston	Donald A. Wiley	Jos. Connell	George Brandt
Sunday edition	71,248												
Star (m) (I) *S (29-89-84)	89,515	.20	.15	Frank B. Noyes	Theodore W. Noyes	Rudolph Kauffmann	Ben McKelway		Fleming Newbold	Leroy W. Herron	Wm. Galt Burns		Chas. H. Ruth
Sunday edition	95,820												
†Herald (I) (E) (115-116)	47,315	.15	.06	G. Logan Payne	Arthur Brisbane	M. W. Flynn	A. C. Gill	G. Logan Payne		A. R. R. Onyun[3]	W. C. Shelton	W. E. Douglas	
Times (m) (I) (E) (115-116)	58,273	.18	.085	G. Logan Payne	Arthur Brisbane	Avery C. Marks, Jr.	Daniel E. O'Connell	G. Logan Payne		A. R. R. Onyun[3]	W. C. Shelton	W. E. Douglas	
Sunday Herald	122,800	.28	.11										

FLORIDA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BRADENTOWN, 3,868.													
Herald (D) (J) (4)	1,103	.021	...	R. P. Sponenbarger	Sponenbarger & Bentley	Sponenbarger & Bentley	Sponenbarger & Bentley	R. P. Sponenbarger	R. P. Sponenbarger	R. P. Sponenbarger	R. P. Sponenbarger	R. P. Sponenbarger	M. P. Moritz; R. P. Sponenbarger[3]
CLEARWATER, 2,427.													
Sun (I) (J) (none)	....	.021	.021	Sun Ptg. Co.	D. O. Batchelor	L. L. Lucas	L. L. Lucas	D. O. Batchelor	D. O. Batchelor	J. J. Wilson	Miss Helen Batchelor		Geo. Hancock; Rudolph Petrie[1]
DAYTONA, 5,445.													
†Journal (m) (D) (145)	2,083	.03	.03	Journal Ptg. Co.	H. C. Sparkman				Maurice J. Seed	E. B. Huston			R. E. Householder
Sunday edition	2,083												
News (D) (56)	2,113	.03	.03	T. E. Fitzgerald	T. E. Fitzgerald	Marion T. Gaines	A. M. Martin	T. E. Fitzgerald	T. E. Fitzgerald	Russell A. Smith & F. L. Kohn[3]	Chas. Crowther	M. M. Fiske	A. J. Sutton
Sunday edition, Dec. to April only													
DELAND, 3,324.													
News (I-D) (J) (56)	2,150	.02	.02	News Pub. Co.	Clayton C. Codrington					A. B. Codrington			
FT. MYERS, 3,678.													
Press (D) (J) (none)	1,442	.021	.021	Ft. Myers Press, Inc.	Morton M. Milford	Morton M. Milford		George E. Hosmer	George E. Hosmer	George E. Hosmer	R. H. Berg		Herbert Wittmeyer; J. W. Scarland[1]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
FORT PIERCE, 2,115.													
News-Tribune (D) (J) (none) (d)	....	.025	.025	News Printing Co.	G. R. Nattingham	G. R. Nattingham	C. S. Miley	G. R. Nattingham	G. R. Nattingham	R. E. Falls, Jr.	Harry Schultz	Harry Schultz	R. E. Falls, Jr.
GAINESVILLE, 5,286.													
†Sun (m) (D) (J) (56)	1,946	.025	...	Pepper Ptg. Co.	Col. R. W. Davis	W. M. Pepper	Samuel Melson	W. P. Arnold	W. P. Arnold	W. P. Arnold	W. P. Allen	Thelma Stapleton	F. F. Coney; G. W. Welch[1]
Sunday edition	1,946												
JACKSONVILLE, 91,558.													
Journal (D) (73)	13,554	.07	.08	John H. Perry	John H. Perry	Sam Ellis	Paul Webb	F. P. Beddow	F. P. Beddow	J. H. Hampton & George A. Riley[3]	Don Davis	Clarence Yeager	Henry Chairnell
†Times-Union (m) (D) (E) (9)	36,159	.09	.07	Florida Pub. Co.	Willis M. Ball	P. M. Ball	Ike Parrish		W. A. Elliott	J. M. Elliott	C. R. Norton		
Sunday edition	39,498	.10	.08										
KEY WEST, 18,749.													
Citizen (D) (J) (none) (d)	2,011	.02	.02	F. P. Artman		L. P. Artman	L. B. Grillon	L. P. Artman	Ira J. Moon	Ira J. Moon	Ira J. Moon	Jennie B. de Boer	
LAKELAND, 7,062.													
†Star-Telegram (m) (I-D) (J) (56)	3,577	.03	.03	Star-Telegram Co.	L. W. Bloom & Harry L. Brown	C. M. Freeman	Mildred Mayes	L. W. Bloom	L. W. Bloom	C. R. Collins	R. H. Berg	H. W. Schimpf	W. T. Norwell; H. C. Hull[1]
Sunday edition	3,590												
MIAMI, 29,549.													
†Herald (m) (I-D) (E) (92-81)	13,742	.06	.06	Frank B. Shutts	Frank B. Stoneman	O. W. Kennedy	Ellis C. Holbum		E. Taylor	Chas. S. Bates	Geo. V. Harper	Charles A. Sargent	F. A. Sutton
Sunday edition	16,402	.07	.07										
News-Metropolis (I-D) *Sat. (78)	10,734	.05	.05	James M. Cox	Arthur G. Keene	Arthur G. Keene	Chas. F. Cushman	Ross A. Reeder	Ross A. Reeder	Horace E. Loomis	N. L. Tower		C. A. Haines
OCALA, 4,914.													
Star (D) (J) (none) (d)	900	.011	...	Star Pub. Co.	J. H. Benjamin				P. V. Leavengood	H. D. Leavengood			A. R. Cassels[1]
ORLANDO, 9,257.													
Reporter-Star (I-D) (21)	3,382	.03	...	Reporter-Star Pub. Co.	J. Clement Brossier	J. Clement Brossier	A. D. James	R. Brazile Brossier	R. Brazile Brossier	R. Freeman	E. H. McNeill	Azalee Puckett	R. J. Walsh
†Sentinel (m) (D) (J) (56)	3,756	.035	.035	Glenn & Essington	W. M. Glenn	W. M. Glenn	M. J. Wade	W. C. Essington	W. C. Essington	F. T. Hastings & Marion Smith[3]	C. E. Screeton	Lucy Alexander	C. G. Woods; H. E. Hardy[1]
Sunday edition	4,444												
PALATKA, 5,102.													
News (m) (D) (J) (none)	1,990	.02	.02	Vickers & Guerry	Goode M. Guerry	Goode M. Guerry	W. L. Thorndyke	M. M. Vickers	M. M. Vickers	Goode M. Guerny	Seymour Burdette	Mrs. Gladys Tuten	A. S. Fox[2]
Sunday edition	1,990												
PENSACOLA, 31,135.													
†Journal (m) (35)	5,269	.04	.042	John H. Perry Newspapers		Bryan Mack	E. Straughn		D. C. Barrow	Hal D. Hill & Geo. A. Riley[3]	John M. Moyer		
Sunday edition	6,039	.04	...										
News (m) (D) (41-75)	3,646	.025	.025	Percy S. Hayes	Percy S. Hayes	Don McLillan	C. M. Robinson		C. B. McAllister	Charles A. Mayes	W. M. Herrider	Lillian Hubbard	E. P. Preston
SANFORD, 5,588.													
Herald (D) (J) (none)	....	.021	...	Herald Ptg. Co.	Reeve Combs	R. L. Dean	Earle Jones	R. H. Berg	R. H. Berg	Mrs. J. B. Skipper	R. L. Shipp		Dean Treadwell; J. L. Matthews[1]
ST. AUGUSTINE, 6,192.													
Record (D) (J) (149)	1,927	.02	...	The Record Co.	Herbert Felkel	Herbert Felkel	Nina S. Hawkins	Herbert Felkel	Herbert Felkel	Rebecca Botkowsky	Raymond Hill	Rebecca Botkowsky	Howard Van Sciver[2]
ST. PETERSBURG, 14,257.													
Independent (I-D) (none)	5,420	.03	.017	Lew B. and L. C. Brown	Lew B. Brown	L. C. Brown	Paul Davis	L. C. Brown		Perry R. Bevier	Perry R. Bevier	Jos. Plaskett	J. H. Livingston
†Times (D) (m) (J) (145)	6,058	.03	.021	Times Pub. Co.	W. L. Straub	Glenn Long	F. L. James	David B. Lindsay	David B. Lindsay	A. E. Newman & G. K. Reed[3]	P. A. Donahue		H. A. Orrell
Sunday edition	6,058												
TALLAHASSEE, 5,637.													
Democrat (D) (J) (none)	1,475	.018	...	Milton A. Smith	Milton A. Smith		Mrs. W. T. Borland			Mrs. W. T. Borland	Milton W. Smith		T. J. Eppes
TAMPA, 51,608.													
Times (D) (22)	14,459	.05	.032	D. B. McKay	D. B. McKay	H. C. Slichter		Charles G. Mullen		J. S. Brown	J. L. Brooks	Z. C. Gardner	J. A. Lyles
†Tribune (m) (D) (J) (8)	19,376	.08	.06	Tampa Trib. Pub. Co.	W. F. Stovall	O. M. Johnson	F. G. Heaton	W. F. Stovall	J. S. Mims	S. Lloyd Frisbie	W. P. Lawrence	M. L. Stevenson	S. L. Frisbie; Hewitt Hill[1]
Sunday edition	32,240	.09	.07										
WEST PALM BEACH, 8,659.													
†Post (D) (41)	3,734	.04	.036	D. H. Conkling	D. H. Conkling	D. H. Conkling	Vernon L. South	D. H. Conkling	D. H. Conkling	W. A. Payne; Marie Dickinson[3]; R. H. Daley	C. C. Manning; S. H. Anderson	W. A. Payne; Arthur Black	J. A. Stuart; Joseph Wyckoff
Times (m) (none) Sunday edition	....	.04	...	E. P. Fildes	Vernon L. Smith		Edward Cowles	F. P. Fildes					

GEORGIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBANY, 11,555.													
Herald (D) (J) (21)	5,405	.03	.03	Herald Pub. Co.	H. M. McIntosh	H. T. McIntosh	D. L. Gibson		J. A. Davis	J. A. Davis	Frank Stanford		W. A. Rachals; W. B. Neals[1]
AMERICUS, 9,010.													
Times-Recorder (56)	2,610	.02	...	Lovelace Eve	Lovelace Eve				Lovelace Eve	Lovelace Eve			
ATHENS, 16,748.													
Banner-Herald (m) (D) (48-77)	4,442	.035	.035	E. B. Braswell	H. J. Rowe	C. E. Martin	C. E. Martin	E. B. Braswell	E. B. Braswell	H. J. Rowe; E. B. Braswell[3]	J. O. Jones	S. Cook	R. E. Wilson
Sunday edition	4,411												
ATLANTA, 200,616.													
†Constitution (m) (D) (E) (127-36-12)	61,759	.13	.13	Constitution Pub. Co.	Clark Howell	F. W. Clarke	L. A. Wilbolt	Clark Howell	E. Stowe	J. R. Holliday	J. T. Toler	H. H. Haire	Fred Connell
Sunday edition	75,771												
Georgian & American (m) (I) (E) (115-116-81)	55,251	.12	...	F. A. Wilson-Lawrenson	James B. Nevin	W. M. Baskerville	L. F. Woodruff	A. B. Chivers		Herbert Porter & H. S. Sturt[3]	W. S. Dunstan	W. H. Bearden	C. H. Railey
Sunday edition	99,083	.15	...										
Journal (m) (I-D) *S (20)	67,241	.14	.14	Atlanta Journal Co.	John Sanford Cohen	John Paschall	Harllee Branch	John S. Cohen	Chas. D. Atkinson	J. D. Jernigan & C. S. Atkinson[3]	John D. Simmons	S. R. Dull, Jr.	J. M. Armistead
Sunday edition	101,342												
AUGUSTA, 52,548.													
†Chronicle (m) (D) (8)	11,574	.045	.045	T. J. Hamilton	Thos. J. Hamilton	H. H. Mangum	H. A. Dunn		Thos. N. Hardin	L. R. Duvall	W. T. Buck	A. T. Davidson	T. H. Atkinson
Sunday edition	11,739												
Herald (m) (D) (48-77)	13,360	.05	.045	Bowdre Phinizy	Bowdre Phinizy	Milwee Owens	Milwee Owens	Jas. C. Harrison	Jas. C. Harrison	Jas. C. Harrison[3]	W. T. MacKendree	H. J. Shearer	G. A. Hunnington
Sunday edition	13,891												
BRUNSWICK, 14,413.													
†News (m) (none) (d)	....	.03	...	News Pub. Co.	C. H. Leavy								
Sunday edition	....	.03	...	News Pub. Co.	C. H. Leavy								
COLUMBUS, 31,125.													
†Enquirer-Sun (m) (8)	6,007	.03	...	Enquirer-Sun Co.	Thos. W. Loyless								
Sunday edition	6,016												
Ledger (m) (D) (20)	10,271	.05	.05	W. E. Page	R. M. Page	H. L. Watkins	B. G. Ramsey	W. E. Page	R. B. Page	F. G. Story & R. B. Page[3]	A. H. Chapman	C. T. Jones	C. A. Brasch
Sunday edition	10,340												
CORDELE, 6,538.													
Dispatch (m) (D) (J) (none)	1,500	.014	.014	Dispatch Pub. Co.	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	H. C. Harris	Charles E. Brown	G. T. Christion; W. H. Richardson[1]
Sunday edition	1,500												
DUBLIN, 7,707.													
Courier-Herald (D) (56)	1,750	.021	.021	Courier-Herald Pub. Co.	Frank Lawson	Harry Floyd		Frank Lawson	Frank Lawson	D. T. Cowart	M. A. Mertz		D. S. Rutland

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

GEORGIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
GRIFFIN, 8,240.													
News-Sun (D) (none) (d)	1,157	.014	.014	R. L. Duke	R. L. Duke	E. Boyd	Julian Griffin	R. L. Duke			Glover Nolan	R. S. Duke	H. H. Olmsted
LAGRANGE, 17,038.													
Reporter (m) (I-D) (J) (none)	991	.014	.014	LaGrange Reporter Co.	John H. Jones	John H. Jones	John H. Jones	John H. Jones	John H. Jones	John H. Jones	John H. Jones	John H. Jones	J. R. Harris; N. D. Hensley[1]
Sunday edition	991	.021	.021										
MACON, 52,995.													
News (m) (D) (8)	17,697	.06	.04	Macon News Ptg. Co.	R. L. McKenney	R. L. Clifton	H. D. Weavor	R. R. Wallis	R. R. Wallis	J. C. Haire	T. D. Arbuckle	W. H. Clifton	T. E. Billings
Sunday edition	17,983												
†Telegraph (m) (D) (20)	5,422	.07	.07	Telegraph Publishing Co.	W. T. Anderson	M. L. Richardson	Malcolm Ainsworth	P. T. Anderson	P. T. Anderson	Roy I. Neal	J. T. Webb	I. L. Dunwody	J. F. Laney
Sunday edition	26,350												
MOULTRIE, 6,789.													
Observer (D) (J) (56)	1,200	.014	.014	C. B. Allen	C. B. Allen	Grady Adams	Grady Adams	C. B. Allen		Grady Allen	A. M. Adams		John Davis[1]
ROME, 13,252.													
News-Tribune (D) (56)	3,780	.03	.03	T. E. Edwards		R. H. Clagett		T. E. Edwards		C. B. Wright	E. W. Hine	Miss E. L. Dempsy	L. T. Wescott
SAVANNAH, 83,252.													
†News (m) (D) (48)	20,552	.06	.05	Morning News, Inc.	W. R. Neal	J. P. Miller	R. M. Charlton	F. G. Bell	F. G. Bell	Boykin Paschal	E. D. Hood	Boykin Paschal	
Sunday edition	22,437	.09	.05										
Press (D) (22)	15,110	.05	.05	Savannah Press Pub. Co.	Pleasant A. Stovall	Wm. G. Sutlive	John Sutlive	B. C. Mason	T. S. Whitfield	T. S. Whitfield	E. F. Applegate		
THOMASVILLE, 8,196.													
Times-Enterprise (D) (J) (none)	1,400	.014	.014	Times-Enterprise Co.	E. R. Jerger	E. R. Jerger		W. D. Hargrave	W. D. Hargrave	W. D. Hargrave	W. D. Hargrave	W. D. Hargrave	W. D. Hargrave[1]
TIFTON, 3,005.													
Gazette (D) (J) (145)	1,148	.014	.014	Gazette Pub. Co.	Jno. G. Herring	Jno. G. Herring	R. S. Herring	Jno. G. Herring	G. N. Herring	Jno. G. Herring	Mrs. Pauline Rogers		H. E. Herring; F. N. Goggans[1]
VALDOSTA, 10,783.													
Times (53) (d)	2,480	.02	...	Times Pub. Co.	C. C. Brantley								
WAYCROSS, 18,068.													
Journal-Herald (D) (J) (56)	3,100	.025	.025	Jack Williams	Jack Williams	Jack Williams	George MacDonnell	Jack Williams	Jack Williams	George O. Harwell			W. L. Barker; C. N. Wilson[1]

HAWAII

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
HONOLULU, 83,327.													
†Advertiser (m) (I-R) (J) (E) (none)	8,424	.05	...	Advertiser Pub. Co., Ltd.		Raymond S. Coll		Charles S. Crane		Fred J. Green; Walter J. Cameron[2]	Edwin R. Powell	W. S. Weatherbee	Allan McGowan[1]
Sunday edition	8,424	.055	...										
Star-Bulletin (R) (J) (E) (1-102)	12,034	.055	...	Hon. Star-Bulletin, Ltd.	Riley H. Allen	Jos. R. Farrington		Harry S. Hayward	Harry S. Hayward	Owen Atkinson; Mrs L. McKeown[3]	W. B. Taylor	Bob Du Sol	Ben Stearns; W. A. Ham[1]

IDAHO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BOISE, 21,393.													
Capital News (m) (I) (J) (1)	10,000	.04	.04	Capital News Pub. Co.	Harry A. Lawson	Harry A. Lawson	V. B. Westphal	R. S. Sheridan	Geo. L. Fleharty	Geo. L. Fleharty	A. S. Parker	A. H. Rumpeltes	H. L. Whitehead; Robert Jefferson[1]
Sunday edition	9,716												
†Statesman (m) (R) (J) (E) (105)	13,641	.05	.05	Calvin Cobb	Milo M. Thompson	Milo M. Thompson	E. F. McDermott		J. C. Adams	J. G. Dunham	J. C. Adams	H. M. Palmer	W. J. A. McVety; C. S. Beckley
Sunday edition	14,216												
CALDWELL, 5,106.													
News (D) (none) (d)	....	.025	...	Lilian T. Shorb	I. E. Shorb	C. J. Shorb	I. E. Shorb	I. E. Shorb	I. E. Shorb	I. E. Shorb	I. E. Shorb	I. E. Shorb	Emile A. Shorb[2]
COEUR D'ALENE, 6,473.													
American (none) (d)	....	.021	...	Coeur D'Alene American Pub. Co.	George C. Reeder								
Press (none) (d)	....	.013	...	G. R. Scott	G. R. Scott								
IDAHO FALLS, 8,064.													
†Post (m) (R) (J) (none)	3,608	.03	.03	B. H. Read	B. H. Read	B. H. Read	Roy A. Williams	B. H. Read	C. J. Read	A. R. Rutherford	W. G. Powers	W. G. Powers	L. Baker; C. J. Read[1]
Sunday edition	....												
LEWISTON, 6,574.													
†Tribune (m) (I) (J) (none)	4,395	.022	.022	Tribune Pub. Co.	A. H. Alford	A. H. Alford	B. F. Savage	E. L. Alford	E. L. Alford	T. J. Campbell	O. E. Crumpacker	O. E. Crumpacker	S. W. Otten; Geo. Simpson[1]
Sunday edition	4,395												
MOSCOW, 3,956.													
Star Mirror (I) (none)	1,625	.021	.021	Moscow Pub. Co.	Brown M. Schick			Geo. N. Lamphere	Geo. N. Lamphere				J. F. Yost
NAMPA, 7,621.													
†Free Press (I) (e) (m) (8)	4,087	.03	.03	Co-op. Pub. Co.	M. D. Polk			M. D. Polk	H. V. Tower	H. V. Tower	H. V. Tower		E. A. Schwartz[1]
Sunday edition	4,087												
POCATELLO, 15,001.													
Tribune (R) (J) (none)	4,530	.029	.021	Tribune Co., Ltd.	Chas. G. Sumner	William Wallin	G. Nicholas Ift	William Wallin	Peter E. Long	E. G. Fulton	Ernest Ivory		Charles Lamoreaux; T. C. Brantley[1]
TWIN FALLS, 8,324.													
†News (m) (I-R) (J) (75-62-41)	2,729	.03	.03	Twin Falls News Pub. Co.	Roy A. Read	John C. Harvey		Roy A. Read	M. E. Tucker	F. C. Kleffner	O. J. Blackstone		E. F. Asbury[2]
Sunday edition	2,729												
Times (I) (J) (109-118-154)	2,737	.03	.03	I. H. Masters	I. H. Masters		D. Whalen	I. H. Masters	I. H. Masters		Geo. Savidurs		S. C. Turnipseed[2]
WALLACE, 2,816.													
†Press-Times (m) (41)	1,756	.03	...	Press-Times Pub. Co., Ltd.	J. L. Stack								
Sunday edition	1,756												

ILLINOIS

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALTON, 24,682.													
Telegraph (I-R) (1)	6,450	.03	.03	Telegraph Ptg. Co.	Paul B. Cousley	Paul B. Cousley	Joseph J. Dromgoole		John D. McAdams	John D. McAdams	Lee F. Sharkey	E. Heubner	J. D. McAdams, Buyer
Times (D) (none)	4,554	.02	.03	Alton Daily Times, Inc.	E. E. Campbell	E. E. Campbell	Fred P. Norton	E. E. Campbell	E. E. Campbell	Walford Queen	H. C. Stork		W. H. Murphy
AURORA, 36,397.													
Beacon-News (m) (R) (1-61)	16,351	.06	.045	Aurora Beacon Pub. Co.	A. M. Snook	F. C. Flanders	John Corkery	A. M. Snook	G. N. Dieterich	C. W. Hoefer & J. K. Groom[3]	C. D. Chaffee	F. L. Lee	G. N. Dieterich
Sunday edition	16,317												
†Star (R) (4)	....	.055	.055	Frank R. Reid	Albert L. Hall	C. A. Morrison	Duncan M. Smith	Chas. O'Connor	F. C. Yonker	H. E. Lady	John Reedy	Paul Travers	Wm. Zilly
BEARDSTOWN, 7,111.													
Illinolan-Star (I) (J) (4)	....	.013	.013	Schaeffer Pub. Co.	L. G. Schaeffer	C. A. Schaeffer	Mrs. T. W. Gladhill						A. T. Harrison[1]
BELLEVILLE, 24,823.													
Advocate (R) (J) (28)	5,303	.02	.025	Advocate Ptg. Co.	F. E. Evans	F. E. Evans	Walter D. Schmitt	F. E. Evans	W. W. Evans	W. W. Evans	Henry Wagoner	E. W. Meyer	Chas. Lenz
News-Democrat (I-D) (J) (none)	6,815	.02	.021	Fred J. Kern	Alfred E. Kern	Fred J. Kern	Alfred E. Kern	Fred J. Kern	Henrietta B. Schrodi				
BELVIDERE, 7,760.													
Republican (R) (J) (none) (d)	3,109	.025	.025	Frank T. Moran	Frank T. Moran	A. F. Conklin	F. E. Loomis	J. E. Tabor	J. E. Tabor	G. D. Laing	E. J. Bahr	E. J. Bahr	George Gross; M. J. Askin[1]
BENTON, 7,201.													
News	2,318	.02	.02	The Benton Evening News	Harry L. Frier	Harry L. Frier	Harry L. Frier	Harry L. Frier	Harry L. Frier	Harry L. Frier	Harry L. Frier	Harry L. Frier	Paul Lynn; Jas. Luster[1]
BLOOMINGTON, 28,725.													
Bulletin (m) (I-D) (1) (t)	5,876	.035	.032	Braley & O'Donnell	Jas. Hart	Harry Miller	Harry Miller	James F. O'Donnell	Jas. F. O'Donnell	Robert E. Holley & Jas. F. O'Donnell[2]	J. R. Frost	Jos. J. Hannie	
Sunday edition	7,905												
†Pantagraph (I-R) (80)	17,270	.05	.04	Daily Pantagraph, Inc.	J. L. Hasbrouck		Stanley Bishop	Davis Merwin	C. C. Marquis	J. M. McMurry	W. P. Lovell	J. Bunting	

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CAIRO, 15,203.													
†Bulletin (m) (D) (106-107)	2,029	.015	.015	Bulletin Co.	E. W. Thielecke	W. W. Bloss	Clyde Sullivan				H. M. Sullivan		
Sunday edition	2,029												
Citizen (R) (29)	4,214	.03	.025	Citizen Co.	John C. Fisher	Gordon Corn	John C. Fisher	Selden Fisher		H. L. Arbogast; Selden Fisher[3]	Selden Fisher		H. M. Hill
CANTON, 10,928.													
Ledger (106-107)	4,379	.025	...	Canton Ledger Co.	L. S. Ruble	U. G. Orendorff	F. S. Austin	U. G. Orendorff	C. E. Warwick		George Cogshall	Margaret Lloyd	L. L. Conrad[3]
Register (29)	2,806	.02	...	Canton Register Co.	C. E. Snively					George Cogshall	George Cogshall; C. E. Warwick[3]		
CARBONDALE, 6,267.													
Free Press (R) (J) (98-5) (d)	1,437	.015	.015	McGuire & Davis	Joseph F. McGuire	Robt. W. Davis	J. F. McGuire	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis	Robt. W. Davis[3]
CARLINVILLE, 5,212.													
Enquirer (none) (d)	....	.009	...										
CENTRALIA, 12,491.													
Sentinel (I) (J) (none)	5,853	.027	...	Verne E. Joy	Verne E. Joy	Verne E. Joy	J. A. Morrison	Verne E. Joy	H. B. Mapes	H. B. Mapes	Chas. Gordon	George Wisher	O. B. Correll; V. E. Joy[1]
CHAMPAIGN, 26,500.													
News-Gazette (m) (I-R) (136-2)	11,216	.045	.04	D. W. Stevick	D. W. Stevick	C. L. Kiser	F. H. O'Donnell	D. W. Stevick	D. W. Stevick	E. C. Bleau	A. McDermot	E. C. Bleau	J. A. Bartlet
Sunday edition	11,193	.045	.04										
CHARLESTON, 6,600.													
Courier (D) (J) (none) (d)	2,927	.02	.018	Benjamin Weir			Arthur Lynch						Loat Lankford[3]
†News (none)	....	.018	...	Claude S. Rardin	Claude S. Rardin								
CHICAGO, 2,701,705.													
American (D) (E) (15-25-16)	388,352	.65	.45	Herman A. Black	Wm. A. Curley	James A. Bickett	William Mahoney		Wm. Holmes	M. C. Meigs; J. K. Byrne[3]	J. N. Eisenlord	O. E. Schenk	F. M. Mealy[1]
Drovers Journal (J) (94A-37A)	39,179	.13	...	Drovers Journal Pub. Co.	Ward A. Neff; Chas. E. Snyder	L. E. Troeger			A. C. Davenport	M. Winn; Corn Belt Farm Dailies[3]	J. L. Houston		
†Herald and Examiner (m) (I) (E) (6-65)	335,270	.55	.35	Geo. D. Buckley		Frank W. Carson	Wm. Forman	John A. Dickson	Walter Brown	J. A. Dickson; M. V. Wieland[3]	Jas. L. Ragen	C. L. Perkins	D. Sullivan
Sunday edition	932,415	.110	.50										
Journal (D) (E) (81)	118,062	.24	...	Journal Co.	John C. Eastman	R. J. Finnegan	Fred Logan		H. C. Deuter		Ben Anderson		
†Journal of Commerce	19,263	.20	...	K. L. Ames, Jr.	Glenn Griswold				C. H. Armstrong	R. D. Bokum	C. H. Armstrong		
News (I) (E) (143-144-77)	377,861	.65	.52	Victor F. Lawson	Victor F. Lawson	Charles H. Dennis	H. Brooks Beitler		Walter A. Strong	John B. Woodward	George H. Baker	Charles Winters	Irving I. Stone
Post (I) (E) (72)	44,918	.12	...	John C. Shaffer	John C. Shaffer	Chas. A. Segner		Carroll Shaffer	Frank R. Hussey	Frank R. Hussey	Fred A. Reinhardt		Geo. C. Flint
†Tribune (m) (I-R) (J) (E) *8 (105-92-83)	567,628	.80	.55	Tribune Co.	R. R. McCormick; J. M. Patterson	E. S. Beck			S. E. Thomason	E. W. Parsons	M. Annenberg	W. E. Macfarlane	
Sunday edition	877,467	1.15	.80										
CLINTON, 5,898.													
†Journal (m) (I) (J) (4-71)	2,040	.025	.025	B. F. Pelts	R. C. Pelts		A. H. Montgomery		B. F. Pelts		R. C. Pelts		Ben Ford[1]
Sunday edition	2,057												
Public (R) (J) (4) (d)	1,268	.012	.011	Clinton Public Ptg. Co.	A. H. Montgomery	A. H. Montgomery	H. C. Craven	A. H. Montgomery	A. H. Montgomery	A. H. Montgomery	A. H. Montgomery	A. H. Montgomery	A. H. Montgomery; Harve Paris[1]
DANVILLE, 33,750.													
Commercial-News (R) (113-107)	20,645	.055	.048	John H. Harrison	John H. Harrison	Geo. R. Tilton	H. C. Gibson	W. J. Parrett	W. J. Parrett	Arthur Price	Edward Hewes	Lester Schultz	John A. Cope
†Press (m) (D) (136-58)	10,678	.04	.04	Danville Press, Inc.	Guy T. Robinson			Frank P. Hanafin	Frank P. Hanapin	C. V. McKee	J. S. McMillan	E. O. Carlson	I. R. Reid
Sunday edition	10,678												
DECATUR, 43,818.													
†Herald (m) (R) (J) (1)	18,302	.06	.04	Decatur Herald Co.	W. F. Hardy	W. F. Hardy	R. P. Hubbart	F. M. Lindsay	P. H. Wire	H. F. Wilson; R. S. White[3]	R. C. Parrish	N. Gehrette	R. A. Stewart
Sunday edition	18,059												
Review (m) (I-D) (36-18-36A-18)	17,906	.06	...	Review Pub. Co.	Jerry Donahue	H. C. Schaub	Otto R. Kyle	H. C. Schaub	R. D. Rainey	B. C. Whitsett	W. H. Coonradt	E. J. Andrews	H. W. Peyer
Sunday edition	17,166												
DE KALB, 7,871.													
Chronicle (R) (J) (130-134)	2,935	.02	.02	De Kalb Chronicle Pub. Co.	F. W. Greenaway		E. R. Morris	E. J. Raymond		G. Dellinger	Inez Taylor	Ivery Nevins	J. Grahl[3]
Independent (4) (d)	....	.007	...	Tyrrell Son & Newcomer Pubs.	D. W. Tyrrell								
DIXON, 8,191.													
Telegraph (I-R) (J) (136-2)	4,115	.03	.02	Mrs. M. S. Shaw	Geo. B. Shaw				Mrs. M. S. Shaw	Wm. Fulton			Robert E. Shaw[1]
DU QUOIN, 7,285.													
Call (4) (d)	....	.015	...	A. W. Enzick									
EAST ST. LOUIS, 66,740.													
Journal (m) (R) (J) (41-71)	10,620	.05	.035	Daily Journal Co.	A. T. Spivey	A. L. Bowling	A. L. Bowling	A. T. Spivey		Edw. W. Camp	George Schmitt	Ed. W. Camp	Philip Burris[1]; G. Singers[1]
Sunday edition	12,141												
EDWARDSVILLE, 5,336.													
Intelligencer (R) (J) (29)	3,933	.03	.03	Intelligencer Co.	C. H. Spilman		H. C. C. Crocker		Gilbert S. Giese				
EFFINGHAM, 4,024.													
Record (4) (d)	....	.032	...	Geo. M. Le Crone	Geo. M. Le Crone								
ELDORADO, 5,004.													
Journal (R) (J) (none)	1,325	.018	.018	L. O. Trigg	L. O. Trigg	L. O. Trigg	Miss Grace Karnes	L. O. Trigg	L. D. Trigg	Mrs. Jessie Jarrells	Mrs. Jessie Jarrells	Mrs. Jessie Jarrells	Chas. R. Wills[3]
ELGIN, 27,454.													
Courier (R) (J) (1-58)	8,785	.04	.034	Courier Pub. Co.	D. A. McKenzie	John E. Thompson	John E. Thompson	D. A. McKenzie		C. Raymond Song; J. K. Groom[3]	Walter W. Wilcox	Edna Bodine	Herbert Clark[3]
News (R) (J) (136-2)	6,594	.03	...	Lowrie & Black Co.	Richard Lowrie	Richard Lowrie	Sidney Birdsall	Lyman F. Black	Lyman F. Black	R. Eaton Fedou	E. O. Schug	R. E. Fedou	Wm. Mogler; Fred Pease[1]
EVANSTON, 37,215.													
News-Index (R) (J) (41)	5,505	.04	.029	Bowman Pub. Co.	A. H. Bowman	Walter Lovelace	Paul Watkins	Edw. R. Ladd		Jno. H. Lawton	Charles Duerr	Jno. H. Lawton	Edw. R. Ladd[3]
FREEPORT, 19,669.													
Journal-Standard (I) (J) (2)	8,605	.04	...	D. B. Breed	James R. Cowley	J. R. Cowley	Thomas Lawless	D. B. Breed	D. B. Breed	W. H. Foll	A. E. Wheeland		D. B. Breed[1]
GALENA, 4,742.													
Gazette (R) (J) (4) (d)	1,200	.014	.014	Galena Gaz., Inc.	Edward Grimm				M. A. Vincent				J. H. Grimm[1]
GALESBURG, 23,834.													
Mail (I-R) (76)	8,601	.03	.03	Robert A. Chandler	Robert A. Chandler	Walter W. Whipple	G. E. Temple	Robert A. Chandler	Robert A. Chandler	George W. Cowan	Robert A. Chandler	Geo. W. Cowan	F. C. Hinchman, Jr.
Republican-Register (R) (J) (136-2)	8,510	.03	.025	Galesburg Ptg. & Pub. Co.	Fred R. Jelliff	Fred R. Jelliff	Richard Jelliff		George A. Perry	George A. Perry	T. M. Kearney		L. Dudman[1]; A. E. Schneider
HARRISBURG, 7,125.													
Register (R) (J) (29)	4,624	.032	.021	Register Pub. Co.	Roy L. Seright	Roy L. Seright	Mark Smith	Roy L. Seright	Roy L. Seright	F. A. Leberman	Curtis Small	Mary Richardson	A. A. Tucker[3]
HERRIN, 10,986.													
Journal	2,263	...	...	D. C. Grear	D. C. Grear	Chas. W. Lintner		Chas. W. Lintner	Chas. W. Lintner	Chas. W. Lintner	C. E. Tudor		
HOOPESTON, 5,451.													
Chronicle-Herald (I) (J) (130)	1,921	.02	.02	Aldrich Ptg. & Pub. Co.	Chester A. Aldrich	Chester A. Aldrich	S. V. Cox	Chester A. Aldrich	Chester A. Aldrich	Chester A. Aldrich			F. Riker[1]
JACKSONVILLE, 15,713.													
Courier (D) (J) (71)	2,327	.023	.023	Courier Co.	C. C. Ridgway			W. A. Fay	W. A. Fay		Joseph Sullivan		W. D. Doying[3]
†Journal (m) (88-71)	3,806	.029	...	Jacksonville Journal Co.	W. L. Fay								
Sunday edition	3,895												
JERSEYVILLE, 3,839.													
Democrat (D) (J) (none) (d)	500	.005	...	J. M. Page	J. M. Page								John G. Hill[1]
JOLIET, 38,406.													
Herald-News (m) (I-R) (1-58)	18,010	.04	.04	Joliet Ptg. Co.	Edward Corlett	L. Filson	J. Lux	Edward Corlett	Edward Corlett	R. M. Howk; J. K. Groom[3]	J. Morrissey	Frank Lee	
Sunday edition	17,704												

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

ILLINOIS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
KANKAKEE, 16,753.													
News (I) (J) (none)	5,400	.03	.018	Kankakee Pub. Co.	H. F. Schmidt	H. F. Schmidt	L. Knaur	H. F. Schmidt	J. A. McLaughlin	E. F. Karr; J. A. McLaughlin[3]	F. Barney	J. A. McLaughlin	L. H. Lowe; Henry Lutz[2]
Republican	6,969	.025	.018	Kankakee Republican Co.	Harry B. De Selm	Leslie Small			A. Deslauriers				D. W. Wood[2]
KEWANEE, 16,026.													
Star Courier (R) (J) (109-118)	3,839	.02	.013	Kewanee Ptg. & Pub. Co.	L. H. Lowe	L. H. Lowe	J. T. Miller	L. H. Lowe	L. H. Lowe	C. C. Farr; L. H. Lowe[3]	M. W. Chesley	Miss Lyda Ketridge	A. A. Wilts[1]
LA SALLE, 13,050.													
Post (29-4)	3,037	.02	...	Tessie R. McLain						Elizabeth McLain	Elizabeth McLain		
Tribune (R) (J) (106-5)	3,041	.025	.02	La Salle Tribune Co.	William T. Bedford	William T. Bedford	Geo. W. Hasselman		A. M. Carr	J. E. Hazel	Arthur Shinske		Edward B. Snow; W. H. Volk[1]
LAWRENCEVILLE, 5,080.													
Record (J) (none)	1,992	.018	.018	Lawrenceville Pub. Co.	R. R. Denison			R. R. Denison	R. R. Denison	V. H. Wiseman	E. M. Marlowe	V. H. Wiseman	H. S. Hewitt[1]
LEWISTOWN, 2,279.													
Record (4) (d)	1,045	.013	...	W. J. Duvall	W. J. Duvall								
LINCOLN, 11,882.													
Courier (R) (29)	2,925	.02	...	Willard E. Carpenter	Brainerd C. Snider	Brainerd C. Snider					Chas. J. Edmonds		Ralph Arthur[2]
Star (I) (J) (130)	1,614	.02	.02	Star Publishing Co.	N. L. Gordon	N. L. Gordon	John A. Larison	N. L. Gordon	Mollie C. Lannan	Mollie C. Lannan	Mollie C. Lannan	Mollie C. Lannan	
LITCHFIELD, 6,215.													
News-Herald (I) (J) (28)	2,427	.02	.02	E. E. Burson	E. E. Burson	E. E. Burson	Elbert E. Burson, Jr.	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	E. E. Burson	Earle F. Gilette[2]
Union (4) (d)	....	.024	...	Union Printing Co.	John J. Murray								
MACOMB, 6,714.													
By-Stander (D) (J) (none)	2,019	.011	...	Macomb Publishing Co.	T. L. Roark	T. L. Roark	R. B. Purdum	T. L. Roark	T. L. Roark	G. S. Stremmel			Clyde Nester[2]
Journal (R) (J) (none)	4,509	.02	.02	Journal Ptg. Co.	W. H. Hainline	W. H. Hainline	Louis Randolph	F. W. Harris	F. W. Harris	F. W. Harris			
MARION, 9,582.													
Post (D) (J) (none) (d)	1,385	.015	.012	S. K. Casey & Jas. H. Felts	S. K. Casey & J. H. S. Felts	S. K. Casey and J. H. Felts	T. E. Craig & Ethel T. Holland	S. K. Casey	S. K. Casey	Ethel T. Holland	Ora Barth		Elva R. Jones[2]
Republican (R) (J) (none)	2,822	.02	...	W. O. Paisley	W. O. Paisley	Oldham Paisley	Oldham Paisley	W. O. Paisley	W. O. Paisley	Mrs. W. O. Paisley	Geo. W. Paisley	Mrs. W. O. Paisley	E. T. Reid[2]
MARSEILLES, 3,391.													
Press (none)	....	.018	...	Walter I. Dunlap & Sons, Publishers									
MATTOON, 13,552.													
Journal-Gazette (I-R) (J) (151)	4,936	.03	.025	H. F. Kendall	H. F. Kendall	H. F. Kendall	L. J. Pennington	H. F. Kendall and E. B. Tucker		Katherine E. Wilson	Eva M. Jones		C. A. Rude[2]
MOLINE, 30,709.													
Dispatch (I-R) (2-122)	10,148	.045	.05	P. S. McGlynn	L. R. Blackman	P. S. McGlynn	Fred Klann	P. S. McGlynn	Harry A. Sward	Harry A. Sward	Leonard Barland	Glen Rohrbeck	N. O. W. Johnson
MONMOUTH, 8,116.													
Atlas (R) (75)	3,013	.02	.018	A. W. Barnes	A. W. Barnes	A. W. Barnes	R. L. Getty	A. W. Barnes	A. W. Barnes	A. W. Barnes	Miss Zella Hamberg	Miss Zella Hamberg	Floyd Seybold
Review (I) (J) (31)	2,891	.018	.018	Review Ptg. Co.	Hugh R. Moffet	Hugh R. Moffet	L. A. Ryan		Victor L. Moffet	Lee J. Sharp	J. M. Dennis	M. Wennerberg	Victor L. Moffet; Leigh Hamilton
MORRIS, 4,505.													
Herald (R) (28)	2,490	.015	.015	W. L. Sackett	W. L. Sackett				L. B. Sacket				
MT. CARMEL, 7,456.													
Republican-Register (I) (J) (none)	3,026	.018	.018	Mt. Carmel Register Co.	D. E. Keen		Earl Allison	A. L. Richmond		A. L. Richmond	Walter Chapman	Jean McKinley	C. M. Malcolm; Louis Erkman
MT. CARROLL, 7,456.													
Mirror-Democrat (R) (J) (4) (d)	....	.021	.021	Mirror-Democrat, Inc.	Cal. M. Feezer, F. H. Hurless		Cal. M. Feezer, F. H. Hurless	Cal. M. Feezer, F. H. Hurless		Cal. N. Feezer, F. H. Hurless			Rex Eyler[2]
MT. VERNON, 9,815.													
Herald (D) (J) (106-5)	5,187	.02	.015	Mt. Vernon Ptg. Co.	Oscar H. Kimmel		Russell Stelle		John H. Lambur		Harry L. Wilson	Miss Steury	Troy Sheahorn; Thos. Westcott[1]
Register-News (J) (none)	5,916	.025	.025	Mt. Vernon Reg. News Co.	J. E. Rackaway	J. E. Rackaway	J. F. Bogan		Chas. J. Thompson	Floyd Purcell	Orion Metcalf		Leslie Sheborn
MURPHYSBORO, 10,703.													
Independent (D) (J) (106-5)	2,999	.015	.015	Fred M. Rolens	Fred M. Rolens	Fred M. Rolens	W. G. Pigott	Fred M. Rolens	A. F. Pelzer	A. F. Pelzer			Albert Charles[2]
Republican-Era (R) (J) (28)	3,303	.015	.015	Republican Era Ptg. Co., Inc.	L. B. Sheley	F. D. Sheley		L. B. Sheley		W. B. Inman	H. D. Tindall		Freeman Whitson; Frank Bahr[1]
NATIONAL STOCK YARDS, 1,800.													
Live Stock Reporter	10,405	...	...	Daily National Live Stock Reporter				W. J. McMurray	L. Florsheim	L. Florsheim	John Wilsden		C. Holsinger
OLNEY, 4,491.													
Mail (I) (none)	....	.013	.013	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Lozier D. Yount	Henry Opey
OTTAWA, 10,816.													
Free Trader Journal (145)	4,923	.021	.017	H. J. Mitchell	W. H. Osman	Thomas Yasm	Miss Edith White	Thomas Yasm	Thomas Yasm	William Martin	William Martin	William Martin	Wm. H. Osman[2]
Republican-Times (R) (J) (28)	5,206	.03	.02	Republican-Times Ptg. Co.	Frank M. Sapp	Lewis M. Davis	J. R. Beffel	Fred A. Sapp	Chas. E. Pettit	E. J. Kelly	V. A. Capsel	W. T. Dicken	Chas. E. Pettit[2]
PANA, 6,122.													
Palladium (D) (145) (d)	1,250	.014	...	W. B. Jordan	W. B. Jordan	W. B. Jordan	Will F. Jordan	W. B. Jordan	W. B. Jordan	W. B. Jordan	W. B. Jordan	Gussie Lewis	M. A. Bruce; Geo. Courteny[1]
PARIS, 7,985.													
Beacon (106-107)	1,869	.015	...	Paris Beacon Co.	William F. Leath								
†Gazette (m) (none) (d)	....	.016	...	Shoaff Bros.	C. A. Jones								
News (I) (J) (29)	2,720	.02	...	News Publishing Co.	H. P. Twyman	H. P. Twyman	V. D. Twyman	H. P. Twyman					
PAXTON, 3,033.													
Record (R) (J) (4) (d)	912	.009	.009	N. E. Stevens Ptg. Co.	Harold H. Stevens	Harold H. Stevens	Harold H. Stevens	Herbert N. Stevens	Herbert N. Stevens	Herbert N. Stevens	Herbert N. Stevens	Herbert N. Stevens	Herbert N. Stevens[2]
PEKIN, 12,086.													
Times (J) (28)	4,167	.025	...	Times Pub. Co.	L. B. Watson		R. B. Watson		L. B. Watson	Fred Smith	Bob Weiss		E. A. Hobbs; Fred Smith[1]
PEORIA, 76,121.													
Journal (see Transcript)	22,216	.09	...	Henry M. Pindell	Merle Slane	Merle Slane	Max Bosler	Carl P. Slane	Carl P. Slane	Earl H. Maloney	I. F. Block	Harold A. Dryden	Harry Rogers; Joe Decker[1]
†Transcript (m) (I) (J) (E) *S (48)	10,393												
Combined daily	32,609												
Sunday edition	22,314	.09	.09										
Star (m) (I) (55)	27,083	.06	...	Mrs. Fannie G. Baldwin	S. A. Oakley		Charles B. Smith			Louis Prochl	Clarence Eyster	Roy Ballou	Bert Manning
Sunday edition	20,193												
PERU, 8,869.													
News-Herald (none)	....	.018	...	Corwin & Corwin	H. R. Corwin								
PONTIAC, 6,664.													
Leader (R) (J) (none)	3,269	.018	.018	Pontiac Leader Pub. Co.	L. V. Pearre	L. V. Pearre	G. L. Bigelow	L. A. Clark	L. A. Clark	L. A. Clark	B. Hutson		C. S. Brydia
QUINCY, 35,978.													
Herald (D) (151-2)	14,363	.055	.036	Quincy Herald Co.		C. F. Eichenauer	Carl Kessler		Ray M. Oakley	Ray M. Oakley	O. R. Meyers-Lawrence Thornhill	Wm. B. Oakley	
Whig-Journal (m) (I) (1)	16,507	.06	.054	Whig Company	A. O. Lindsay	W. O. Marquiss	F. D. Gray	A. O. Lindsay		J. W. Hart	W. C. Hunter		
Sunday edition	17,580	.07	.056										
ROBINSON, 3,368.													
News (J) (none)	1,370	.015	.015	F. W. Lewis	F. W. Lewis			F. W. Lewis	F. W. Lewis	Bill T. Price			W. M. Holmes[2]
ROCKFORD, 65,651.													
Register-Gazette (R) (149)	12,189	.04	.04	Edgar E. Bartlett	F. E. Sterling	F. S. Edmison	Edw. Aitchison	Edgar E. Bartlett	Elliott S. Bartlett	Elliott S. Bartlett	G. S. Galloway	C. E. Phillips	Lester Brown
Republic (R) (80)	9,213	.03	.055	Republic Co.	T. Barney Thompson	T. Barney Thompson	W. Ashton Johnson	H. M. Johnson	H. W. Pollard	J. E. Bollman	E. K. Todd	Francis Acker	Earl Anderson
†Star (m) (I) (151-2)	12,596	.04	...	Roscoe S. Chapman	John V. Riley	John V. Riley	L. H. Fredericks		Roscoe S. Chapman	J. V. Hawkinson; Russell Chapman[3]	Wm. H. Hefferan	W. H. Merrick	C. D. Humeston
Sunday edition	14,273	.05	...										
ROCK ISLAND, 35,177.													
Argus (I) (151-2)	10,199	.045	.03	John W. Potter		John M. Colligan	John W. Potter	B. H. Potter	F. J. Mueller	Fred J. Mueller[3]; M. C. Fisher	C. L. Schnitger	Hugh A. Ralston	
SAVANNA, 5,337.													
Times-Journal (R-I) (J) (none)	3,048	.018	.021	Will H. Gharrity	Will H. Gharrity	Will H. Gharrity		Will H. Gharrity		J. E. King			

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
SHELBYVILLE, 3,568.													
Union (I) (J) (none) (d)	1,248	.011	.011	Union Publishing Co.	W. H. Taylor	W. H. Taylor	Gladys P. Kull			W. H. Taylor	W. H. Taylor		

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
SHELBYVILLE, 3,568.													
Union (I) (J) (none) (d)	1,248	.011	.011	Union Publishing Co.	W. H. Taylor	W. H. Taylor	Gladys P. Kull		W. H. Taylor	W. H. Taylor	W. H. Taylor	W. H. Taylor	
SPRINGFIELD, 59,183.													
†Illinois State Journal (m) (R) (J) (48)	27,559	.06	...	Illinois State Journal Co.	S. Leigh Call	John W. Sheehan, Jr.	Louis J. Humphrey		Will H. McConnell	Mark Plaisted, Sr.; C. C. Callihan[3]	J. Paul Kienzle	Louis Loud	
Sunday edition	23,969												
Illinois State Register (m) (I) (J) (132)	25,705	.06	.042	Thomas Rees	H. W. Clendenin	V. Y. Dahlman	R. L. Stubbs	G. M. Clendinin	G. M. Clendinin	Chas. Suesen; W. J. Barnes	F. V. Selinch	James Dunnigan	A. R. Wilcox; A. T. McCreary[1]
Sunday edition	23,263												
STERLING, 11,109.													
Gazette (I-R) (136-2)	5,755	.03	.03	Sterling Gazette Co.	D. W. Grandon	George G. Grandon	Orville S. Storm	D. W. Grandon	A. M. Clapp	A. M. Clapp	R. C. Pettit		H. T. Tuttle
STREATOR, 14,779.													
Free Press (R) (none)	3,835	.02	.021	Free Press Co.	John R. Fornof	John L. Perry	S. Howe	John L. Perry	John L. Perry	John L. Perry	R. Cook		Geo. Davidson
Independent-Times (D) (J) (29)	4,045	.02	...	Fred LeRoy	Virginia LeRoy	Fred LeRoy	Mrs. Omar Fanning	Fred LeRoy	Fred LeRoy	Chester LeRoy	George C. Stevens	Chester LeRoy	Lawrence Orbant; Samuel Howard[1]
TAYLORVILLE, 5,806.													
Breeze (R) (J) (none)	1,535	.014	.014	Breeze Ptg. Co.	Frank Reed	Marvin H. Crawford	Marvin H. Crawford	Frank Reed	Marvin H. Crawford	Marvin H. Crawford			John R. McCurdy[2]
URBANA, 10,244.													
Courier (R) (J) (4-71)	3,041	.025	.02	Urbana Courier Co.	A. T. Burrows	Wayne Rea	Wayne Rea	A. T. Burrows	A. T. Burrows	Kenneth Buchanan	Chas. McQuay	Chas. Terrence	W. H. Wright[2]
WAUKEGAN, 19,226.													
News (R) (J) (98-117)	3,255	.035	.035	Keystone Ptg. Service	Frank H. Just	Frank H. Just	L. H. Riese	J. F. Bidinger	J. F. Bidinger	F. G. Milhizer	Roy Metzger	F. A. Milhizer	Frank Porhling; C. H. Jarrett[1]
Sun (R) (J) (29)	4,802	.03	.03	Lake Co. Pub. & Ptg. Co.	W. J. Smith	W. J. Smith	W. T. Stupey	F. G. Smith	F. G. Smith	F. G. Smith	J. L. Price	J. R. Edwards	Wm. Grams[3]
WEST FRANKFORT, 8,471.													
American (none)	2,800	.021	...	B. W. Elkins & W. A. Kelly	B. W. Elkins								

INDIANA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALEXANDRIA, 4,172.													
News (4) (d)	835	.011	...	Kenneth J. Sullivan	Kenneth J. Sullivan								
Times-Tribune (I) (4)	1,178	.014	.014	Will F. Baum	Will F. Baum			W. F. Baum					
ANDERSON, 29,767.													
†Herald (m) (R) (J) (115-116)	8,008	.03	.03	Herald Pub. Co.	E. C. Toner	T. A. Branson	Harry Baldwin	E. C. Toner	C. H. Neff	M. L. Walker	Chas. Simmons	M. L. Walker	Chas. Benbow; Paul W. Neff[1]
Sunday edition	9,438												
ATTICA, 3,392.													
Ledger and Tribune (R) (J) (28) (d)	1,950	.02	...	J. Frank McDermond, Jr.	J. F. McDermond, Jr.	J. F. McDermond, Jr.	J. F. McDermond, Jr.	J. Frank McDermond, Jr.		J. Frank McDermond, Jr.	J. F. McDermond, Jr.		Zell Tracy[2]
AUBURN, 4,650.													
Star (J) (4)	2,000	.014	...	Auburn Ptg. Co.	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	V. E. Buchanan	Geo. Hachet[2]
BEDFORD, 8,963.													
Democrat (D) (J) (none) (d)	1,300	.018	...	C. P. Butler	C. P. Butler	C. P. Butler	R. B. Dye						
Mail (R) (none) (d)	3,220	.018	...	Otis & Brooks	Fred B. Otis	Fred B. Otis	Bert C. Wicker		Fred B. Otis	Fred B. Otis	Bert C. Wicker		
BICKNELL, 7,635.													
News (28) (d)	2,997	.02	...	F. F. McNaughton	F. F. McNaughton	F. F. McNaughton	F. F. McNaughton		Ernestine Parrish	F. F. McNaughton			
BLOOMINGTON, 11,595.													
Telephone (98-117) (d)	....	.02	...	Walter & Blaine Bradfute	Walter & Blaine Bradfute								
World (D) (J) (31-28)	3,990	.02	.02	Oscar H. Cravens	O. H. Cravens	D. C. Miller	Maurice Swain	Oscar H. Cravens	Oscar H. Cravens	D. C. Miller	E. W. Payne	Maude Howard	Roy S. Watts[2]
BLUFFTON, 5,391.													
Banner (D) (J) (106-126)	3,665	.015	.015	Banner Pub. Co.	Geo. L. Saunders	Geo. L. Saunders	H. C. Smith	Geo. L. Saunders	Geo. L. Saunders	Hazen M. Gossette	Hagen Gossette	Hazen M. Gossette	
News (J) (none)	2,613	.015	.015	D. H. Swaim	D. H. Swaim	D. H. Swaim	O. O. Craven	O. O. Craven	D. H. Swaim	Roger G. Swaim	Roger G. Swaim	Roger G. Swain	H. E. Bartlemay[2]
BRAZIL, 9,293.													
Times (R) (J) (none)	4,585	.025	.025	Henkel Pub. Co.	Ralph H. Plumb	Geo. H. James		James A. Raper	James A. Raper	Herbert A. Potts	John Race	John Race	James A. Asdale; John E. Frew[1]
CLINTON, 10,962.													
Clintonian (I-R) (J) (none) (d)	3,112	.02	.02	J. W. Pierce	J. W. Pierce	J. W. Pierce	Francis Malloy	J. W. Pierce	J. W. Pierce	D. L. Stitt	Donald Combes	Sydney Burton	O. W. Spencer[2]
COLUMBIA CITY, 3,499.													
Commercial Mail (R) (J) (4) (d)	1,450	.021	.021	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson	W. W. Williamson
Post (D) (J) (none) (d)	1,350	.014	.014	John W. Adams	John W. Adams			John W. Adams	John W. Adams	John W. Adams	John W. Adams	John W. Adams	John W. Adams
COLUMBUS, 8,990.													
†Herald (I-D) (J) (none)	....	.011	...	M. A. Locke									
Ledger (m) (D) (28)	3,356	.025	.02	Ledger Pub. Co.	Ralph S. Hesler	A. N. Suverkrup	Ralph S. Hesler	A. N. Suverkrup		Theodore Scheidt; A. N. Suverkrupp[3]	Elmer L. Bracken	H. B. Zigler	Noel Nay
Sunday edition	3,356												
Republican (R) (J) (none)	3,401	.025	.023	Raymond S. Brown	Yandell C. Cline		Yandell C. Cline	R. S. Brown	R. S. Brown	Dallas Robertson; E. Earl Helfrich[3]	R. S. Brown	Lillian A. Fahy	R. S. Brown
CONNERSVILLE, 9,901.													
News-Examiner (I) (106-126)	4,810	.025	.02	News-Examiner Co.	E. I. Higgs	Inez Williams	Chester Boone	Inez Williams	Ines Williams	Jesse Foster; Mary Louise Wilson[3]	L. Pike		G. C. Chitwood
CRAWFORDSVILLE, 10,139.													
Journal (R) (J) (106-126)	2,947	.02	.018	Crawfordsville Jour. Co.		A. M. Smith	G. A. Ryan	C. V. Smith	C. V. Smith	W. R. McCormick; F. F. Pugh[3]	F. L. Huddleston	J. E. Pugh	H. A. McIntire
†Review (J) (28)	5,382	.025	...	Crawfordsville Review Co.	W. E. Coons	W. E. Coons	Fred Boles	Eugene M. Goodbar	Eugene M. Goodbar	Floyd Dickerson; Carpenter & Co.[3]	C. Hawkins	L. V. Lauthers	L. F. Anger[1]
DECATUR, 4,762.													
Democrat (D) (J) (28)	3,186	.025	...	Decatur Democrat Co.	John H. Heller	John H. Heller	James R. Blair	J. H. Heller	A. R. Holthouse	E. W. Kampe		E. W. Kampe	H. Hollman[1]
DUNKIRK, 2,379.													
News (R) (J) (31)	....	.014	.014	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster	Roy R. Webster[2]
EDINBURG, 2,376.													
Courier (I) (145) (d)	....	.02	.02	E. C. Allison	E. C. Allison	E. C. Allison	Mrs. W. R. Dunavent	E. C. Allison	E. C. Allison	E. C. Allison			Jeff Allison; Edgar Freese[1]
ELKHART, 24,277.													
Truth (J) (1)	10,572	.04	.032	Truth Pub. Co.	Tom H. Keene	Tom H. Keene	Frank G. Stahr	Tom H. Keene	Harry Sibbet	W. M. Fuller	D. D. Danforth	W. M. Fuller	Frank Crisman; Tom Weaver[1]
ELWOOD, 10,790.													
Call-Leader (R) (J) (none)	3,040	.013	.014	Robert H. Carpenter			H. D. Beyers		Robt. H. Carpenter				
EVANSVILLE, 85,264.													
†Courier (m) (I) (115-116)	26,872	.06	...	Evansville Courier, Inc.	W. H. Robertson	W. H. Robertson			Ed. J. Fehn	Albert G. Hollander	Victor Adler	M. Dallinghaus	W. J. Rogers
Journal (m) (I)	11,402	.04	.04										
Sunday edition	33,443	.08	...										
Press (I) (3)	20,283	.045	.045	F. R. Peters	F. R. Peters	H. P. Jones	J. R. McKenna	F. R. Peters	W. C. Bussing	Hyman Skelton	C. W. Bevinger	A. J. Wesselman	
FORT WAYNE, 86,549.													
†Journal-Gazette (m) (D) (E) (48)	26,812	.07	.06	L. G. Ellingham	L. G. Ellingham	R. S. Nelson	L. F. Levenburg	L. G. Ellingham		A. Schaefer	W. G. Mercier	Ella Strebig	Charles Schafer
Sunday edition	32,729												
News-Sentinel (R) *Sat. (136-2)	39,165	.09	...	News Pub. Co.	J. A. Greene		A. K. Remmel	Oscar G. Foellinger	Oscar G. Foellinger	Frank G. Hamilton	C. A. Ferris	E. E. Phipps	
FRANKFORT, 11,585.													
News (I) (J) (28-116)	4,086	.025	.025	J. F. Schumann	John F. Schumann	B. C. Blankenship		J. J. Shuman		M. B. Fox	J. A. Mummert	John Osler	D. C. Anderson
†Times (m) (J) (106-126)	6,438	.03	.03	G. V. Fowler's Sons	W. S. Fowler	W. S. Fowler	E. D. Cissell	Max Fowler	Max Fowler	R. W. McCarty	G. E. Long	R. W. McCarty	J. B. Agnew[2]
Sunday edition	6,438												

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

INDIANA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
FRANKLIN, 4,909.													
Star (I) (J) (none)	2,300	.018	.018	Aikens & Sellers	Raymond H. Sellers			W. W. Aikens	W. W. Aikens	Wayne Coy			H. Mendenhall
GARY, 55,378.													
Post-Tribune (I) (J) (80)	11,210	.05	.036	J. R. Snyder	H. R. Snyder	H. B. Snyder	A. Myron Harris	J. R. Snyder	G. R. Scott	F. E. Westcott; G. R. Scott[3]	E. L. Todd	H. H. Knoll	A. T. Cutshow
GOSHEN, 9,525.													
Democrat (D) (J) (134)	2,356	.015	.015	Joseph A. Beane		Dean L. Barnhart	William V. Fink	Dean L. Barnhart		H. H. Zinn	H. H. Zinn		W. F. Long[2]
News-Times (R) (J) (149)	3,237	.02	.012	News Ptg. Co.	W. A. Moxley	O. M. Kinnison	R. C. Lehman	O. M. Kinnison	O. M. Kinnison	O. M. Kinnison	L. W. Slagle	O. M. Kinnison	W. B. Barnard[2]
GREENCASTLE, 3,780.													
Banner (R) (J) (4) (d)	1,990	.018	.018	Harry M. Smith	Harry M. Smith	Harry M. Smith	S. R. Rariden	S. R. Rariden	S. R. Rariden	S. R. Rariden	H. M. Smith	H. M. Smith	S. R. Rariden; H. M. Smith
Herald (D) (J) (145)	1,875	.012	.012	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Roy C. Evens	Roy C. Evens	Roy C. Evens	Roy C. Evens[2]
GREENFIELD, 4,168.													
Reporter (I) (none)	2,210	.014	.014	V. B. Spencer	Dale B. Spencer	Viola B. Spencer							
GREENSBURG, 5,345.													
News (I-R) (J) (106-126) (d)	3,119	.025	.025	Greensburg News Pub. Co.	L. D. Braden & E. J. Hancock	L. D. Braden	W. C. Ehrharth	E. J. Hancock	Walter B. Lowe	E. J. Hancock	E. J. Hancock	E. J. Hancock	W. H. Winter
Times (D) (4) (d)	....	.014	.014	Greensburg Democrat Co., Inc.	Porter & Porter	Noah T. Rogers	Smiley Fowler	Noah T. Rogers	Noah T. Rogers	Noah T. Rogers	Noah T. Rogers	Elizabeth Stevens	
HAMMOND, 36,004.													
Times (106-107)	14,174	.05	...	Lake Co. Ptg. & Pub. Co.	P. A. Parry								
HARTFORD CITY, 6,183.													
†News (D) (J) (29)	2,280	.02	.02	James Chapman	Nelson Townsend		M. J. Dee		Nelson Townsend				Ray Lenon
Times-Gazette (R) (J) (106-126)	2,176	.02	.015	Times Gazette Co.	R. W. Monfort	H. E. Honey	Edith Honey	R. W. Monforth	H. E. Honey	R. W. Monfort	Orrie Honey	H. E. Honey	Chas. Moler[2]
HUNTINGTON, 14,000.													
Herald (I-R) (J) (none)	3,572	.025	.02	Walter H. Ball	Walter H. Ball	Chas. M. Paul	Hayden Tobias	Walter H. Ball		Earle Steele	A. K. Brown		Jno. D. Skiles; Clarence Jacobs[1]
†Press (m) (D) (28)	3,561	.025	.018	Huntington Pub. Co.	M. H. Ormsby	G. D. Sullivan	G. D. Sullivan	A. J. Wilhelm	A. J. Wilhelm	E. L. Sisson	T. J. Mason	E. L. Sisson	H. S. McKinley
Sunday edition	3,794												
INDIANAPOLIS, 314,194.													
News (I) (E) (39-89)	121,868	.23	.17	Ind. News. Pub. Co.	Louis Howland	Curtis Hodges	James R. Branson	Hilton U. Brown		Frank T. Carroll	J. M. Schmid	Henry G. Barringer	C. W. Doll
†Star (m) (I-R) (J) (E) *8 (76-12)	99,404	.18	...	Star Pub. Co.	John C. Shaffer	James A. Stuart	William L. McClure	Benj. F. Lawrence	Benj. F. Lawrence	Wm. D. Keenan; William P. Klingensmith[3]	Charles Payne	Ernest F. Emmel	Frank Eckert; C. J. Gary[1]
Sunday edition	120,977	.25	...										
Times (I) (3)	56,408	.12	.075	Scripps-Howard Newspapers	Albert Buhrman	Charles W. Anderson	Volney Fowler		Wm. A. Mayborn	Albert O. Evans	C. B. Julian	H. E. Miller	J. E. Pigman
JEFFERSONVILLE, 10,098.													
News (D) (J) (none)	....	.014	...	News & Journal	Lunnsford Jones			E. B. Trinler					
KENDALLVILLE, 5,273.													
News-Sun (I) (J) (145)	2,105	.018	.013	Kendallville Pub. Co.	C. N. Bridenthal		R. V. Fischer	C. N. Bridenthal		C. N. Bridenthal			W. O. Osborne[2]
KOKOMO, 30,067.													
†Dispatch (m) (I-D) (145)	8,193	.03	.03	Paul Poynter & L. C. Gifford	Paul Poynter	O. M. Ogle	Lena M. Shannon	L. C. Gifford	L. C. Gifford	James P. Banta	Woerner Harmon	H. C. Fuller	Karl Sims
Sunday edition	9,731	.04	.04										
Tribune (R) (151-2)	8,698	.04	.04	J. A. Kautz	J. A. Kautz	J. A. Kautz	E. M. Souder	J. A. Kautz	J. A. Kautz	G. J. Murphy; H. A. Rayburn[3]	R. J. Hamp	G. J. Murphy	E. T. Hamilton and H. A. Edwards
LAFAYETTE, 26,323.													
†Journal & Courier (I-R) (115-116)	7,415	.06	.06	Henry W. Marshall	George W. Stout	Herbert C. Light	Herbert Heimlich	Henry W. Marshall	H. W. Marshall, Jr.	Walter L. Cuppy	John D. Hoffman	Harry Clark	Geo. Kumminos
Evening edition	12,360												
LA PORTE, 15,158.													
Argus (D) (J) (149)	3,078	.018	.018	Argus-Bulletin Co.	J. A. Chaney			J. A. Chaney					
Herald (R) (41-75)	4,124	.025	.025	LaPorte Printing Co.	Chas. A. Beal	Chas. A. Beal	Ray Smith	H. A. Lindgren	Chas. A. Beal	Chas. A. Beal	R. W. Tennant	Stewart Badger	P. F. Wells; H. A. Lingren
LINTON, 5,845.													
Citizen (4) (d)	2,802	.018	.018	Turner & Bryan, Pubs.	J. E. Turner & D. Bryan								
LOGANSPORT, 21,626.													
Pharos-Tribune (I) (1)	10,401	.04	.027	Pharos-Tribune Co.	Marion Swadener	Thomas Regan	Albert Sauers	William R. Emslie	H. Arthur Foltz	H. C. Mull; H. Arthur Foltz[3]	John M. Dunn	W. E. Grace	John R. Dwyer
†Press (m) (R) (151-2)	7,059	.035	.025	Cass Co. Pub. Co.	W. H. Kerrigan		Fred Franklin	W. H. Kerrigan	Jerome V. Bopp	Thad. J. Planck; Cecil Elliott[3]	Fred McNickle	M. M. Million	Everett Koontz
Sunday edition	7,222												
LEBANON, 6,257.													
Reporter (J)	3,227	.025	...	Eugene C. Pulliam	Eugene C. Pulliam	Jesse Batterton	Jesse Batterton	Eugene C. Pulliam	Eugene C. Pulliam	R. Cunningham			Elmer Edlin[2]
MADISON, 6,711.													
Courier (R) (106-5)	2,938	.02	.02	Courier Co.	M. C. & M. E. Garber	M. E. Garber	H. O. Woolford		M. E. Garber		G. P. Skeldon		
Herald (4) (d)	....	.014	.014	Herald Co., Inc.	M. H. Cochrane								
MARION, 23,747.													
Chronicle (I-R) (8)	8,924	.04	.04	Chronicle Pub. Co.	Geo. D. Lindsay	H. G. Copeland	Lowell Nusbaum	Geo. D. Lindsay	Fred Christin	Fred Christin; Gardner Thomas[3]	T. M. Butler	T. H. Freeze	Gardner Thomas
†Leader-Tribune (m) (D) (J) (151-2)	8,179	.03	...	Marion Leader Co.	Carl L. Houston	E. H. Johnson	Carl L. Houston	E. H. Johnson	E. H. Johnson	O. M. Scarbrough	Jas. E. McDonald	O. M. Scarbrough	E. H. Johnson; J. A. Hardman[3]
Sunday edition	8,705												
MARTINSVILLE, 4,895.													
Reporter (none) (d)	....	.011	...	H. J. Martin	H. J. Martin								
MICHIGAN CITY, 19,457.													
Dispatch (D) (J) (149)	3,112	.015	.015	Francis & Faulknor	J. B. Faulknor	H. C. Crosby	C. J. Gray		H. C. Crosby	C. W. Crosby	M. S. Schmock		
News (I-R) (J) (none)	3,956	.022	.022	Robb & Misener	Chas. J. Robb		Irvin Nieman		H. R. Misener	Harry Leinard	Mr. Wartham		
MONTICELLO, 2,536.													
Journal (I) (J) (none)	1,185	.015	.015	Dem. Journal Co.	Lawrence O. Corey	Lawreuce O. Corey	Miss Mabel Henke	Donald J. Wickizer	Donald J. Wickizer	Donald J. Wickizer			
MT. VERNON, 5,284.													
Democrat (D) (J) (none)	1,100	.018	.018	Edward F. Alles	Edward F. Alles	Orvan R. Hall	Orvan R. Hall	Edward F. Alles	Edward F. Alles	Edward F. Alles	Thomas E. Boyce	Anne Fullinwider	N. Jay Rowe[2]
MUNCIE, 36,524.													
Press (I-R) (J) (115-116)	1,243	.03	.03	Press Pub. Co.	Geo. B. Lockwood	Wilbur E. Sutton	Hugh Donaldson	Walter S. Steele	Walter S. Steele	E. W. Johnson	Ralph Meyers	Thos. O'Neil	Josehp O'Neil
†Star (m) (I-R) (76-12)	23,728	.07	...	John C. Shaffer	John C. Shaffer	F. E. Harrold	John E. Ferris	Harry F. Guthrie		E. G. Brouillette	H. E. Payne	T. E. Skillman	
Sunday edition	15,822												
NEW ALBANY, 22,992.													
Tribune (R) (J) (145)	1,723	.015	.015	W. S. Montgomery	W. S. Montgomery	W. S. Montgomery	Fred J. Brown	W. S. Montgomery	W. S. Montgomery	W. S. Montgomery	W. S. Montgomery	Frank J. Armbruster	Frank J. Armbruster.
NEWCASTLE, 14,458.													
Courier (R) (106-126)	4,011	.025	.018	Courier Co.	Geo. A. Elliott	Geo. A. Elliott	Allen C. Hiner	Geo. A. Elliott	Geo. A. Elliott	R. W. Barnard; H. E. Scheerer[3]	Trig Gorden	Edith Roll	Leroy Decker
Times (D) (none)	2,876	.02	.02	Times Pub. Co.	W. S. Chambers	W. S. Chambers	F. Ratcliff		W. S. Chambers	A. L. Young	Scott B. Chambers		
NOBLESVILLE, 4,758.													
Ledger (R) (J) (4)	3,105	.02	.02	Enterprise Ptg. & Pub. Co.									
PERU, 12,410.													
Chronicle (145)	3,300	.015	.015	A. C. Petty									
†Journal (I)	4,320	.029	...	Peru Journal Pub. Co.	W. G. Hendricks	W. G. Hendricks	Thos. J. Walsh	W. G. Hendricks	W. G. Hendricks	W. G. Hendricks	W. G. Hendricks	W. G. Hendricks	W. G. Hendricks
Tribune (28)	3,548	.02	.02	Peru Tribune Pub. Co.		Frank O. Evens	Frank O. Evens						
PLYMOUTH, 4,338.													
Democrat (4)	1,834	.021	...										
Pilot (R) (J) (28)	2,015	.02	.021	Pilot Co.	Samuel E. Boys	Sam'l E. Boys	Mrs. Eva Underwood	Sam'l E. Boys	Sam'l E. Boys	Paul M. Riddick	Paul M. Riddick	Samuel E. Boys	Walter F. Heighton[3]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PORTLAND, 5,958.													
Commercial Review (R) (J) (115-													

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PORTLAND, 5,958.													
Commercial Review (R) (J) (115-116)	2,348	.015	.014	Franklin Hildebrand	Franklin Hildebrand	Franklin Hildebrand	C. K. Harris	Franklin Hildebrand	Franklin Hildebrand	Leo Maxwell	H. F. Haines	Esther Sheppeard	H. B. Davenport[2]
Republican (28) (R)	....	.018	...										
Sun (D) (J) (98-117)	....	.015	.015	Sun Pub. Co.	Ralph W. Ewry	Ralph W. Ewry	Clyde K. Harris	Ralph W. Ewry	Ralph W. Ewry	Gladys F. Jones	Ralph W. Ewry	Gladys F. Jones	Orvil Fikel[2]
PRINCETON, 7,132.													
Clarion News (R) (116)	....	.014	.014	Clarion Pub. Co., Inc.	R. S. Munford	F. R. Ewing	Ruskin Swan	Geo. B. Grigsby	George B. Grigsby	Geo. B. Grigsby	Blanch Ballard	Geo. B. Grigsby	Geo. R. Wise
Democrat (D) (none) (J)	2,653	.014	.014	John C. Gorman	John C. Gorman	John C. Gorman	C. E. McCormick	John C. Gorman	John C. Gorman	John C. Gorman			J. C. Gorman
RENSSELAER, 2,912.													
Republican (R) (J) (4) (d)	810	.013	.013	Eva B. Robinson	H. L. Troutman	H. L. Troutman	H. B. Clark	H. L. Troutman	H. L. Troutman	H. L. Troutman			
RICHMOND, 26,765.													
†Item (m) (I)	12,755	.05	.04	Item Newspaper Co.	Guild A. Copeland	Robt. Fetridge		F. S. Dodd	F. S. Dodd	E. J. Treffinger	Roy Babylon	Ted Henderson	G. A. Righter
Sunday edition	13,140												
Palladium (21)	11,978	.05	.03	Palladium Ptg. Co.	R. G. Leeds	L. M. Feeger	Ralph Winslow	E. H. Harris		Geo. Brenizer	Fred Bollmeyer	Clarence Ferling	Emory Wissler
ROCHESTER, 3,720.													
News (R) (J) (4)	1,250	.018	...	The Van Trump Co.	Harold Van Trump	Glen Rouch	Arthur Copeland	Harold Van Trump	Fred L. Ritchie	Fred L. Ritchie	H. M. Hunneshagen	F. L. Ritchie	Floyd Van Trump[2]
Sentinel (D) (J) (145)	1,476	.014	.014	Hugh A. Barnhart	Hugh A. Barnhart		Julian I. Meyers		Holden Ravencroft				Wm. B. Deams[2]
RUSHVILLE, 5,498.													
Republican (R) (J) (106-126)	2,773	.02	.015	Republican Co.	Roy E. Harrold	Roy E. Harrold	Louis Hiner	Will O. Feudner	Will O. Feudner	Bert O. Simpson	Ollie Cartmel	Ollie Cartmel	Frank Priest; Will O. Feudner[1]
SEYMOUR, 7,348.													
Tribune (I) (J) (106-126)	2,385	.018	.014	Jay C. Smith	C. Earle Smith	John H. Conner	C. Earle Smith	Jay C. Smith	Jay C. Smith	John H. Conner	Jay C. Smith	John H. Conner	C. H. Resiner; W. H. Noelker[1]
SHELBYVILLE, 9,701.													
Democrat (D) (J((106-126)	3,822	.02	.02	Democrat Pub. Co.	John Day De Prez	John D. DePrez	Wray E. Fleming	John D. DePrez	Pleas E. Greenlee	Pleas E. Greenlee	Charles Blair		D. W. Avery; W. L. McNeely
Republican (none)	....	.017	.017	Shelby Printing Co.	T. E. Goodrich								
SOUTH BEND, 70,983.													
†News-Times (m) (I) *S (86-62)	9,676	.06	.05	J. M. Stephenson	Boyd Gurley	Boyd Gurley	R. R. Reed	J. M. Stephenson	M. P. Reed	W. R. Armstrong; R. H. McAuliffe[3]	R. W. McInerny	C. M. Widney	W. A. Hafner
Evening edition	11,987												
Sunday edition	19,776												
Tribune (m) (R) (139)	20,293	.06	.044	South Bend Tribune	F. A. Miller	R. H. Horst	L. C. Moorehouse	F. A. Miller	C. E. Crockett	W. S. Bowman	F. M. Hatch	H. M. Hatfield	E. Cutting
Sunday edition	19,107												
SULLIVAN, 4,489.													
Times (D) (J) (145)	3,000	.02	.02	Poynter & McGuire	Paul Poynter	A. G. McGuire							
TERRE HAUTE, 66,083.													
Post (I) (3)	13,149	.045	.045	Terre Haute Post Co.	Fred Romer Peters	Edwin D. Minteer	Ralph Donham	Fred Romer Peters	Allen Martin	Allen Martin	Thomas W. Campbell		
†Star (m) (I-R) (76-12)	25,125	.06	.04	Star Pub. Co.	John C. Shaffer	C. T. Jewett	A. W. Lee	B. F. Lawrence	J. E. White	F. E. Hollis	B. W. Reasoner	G. W. Linning	F. W. Kress
Sunday edition	24,463												
Tribune (m) (I-D) (115-116)	24,249	.06	.06	Andrew C. Keifer	Wm. F. Cronin	Wm. F. Cronin	Morton P. House	A. C. Keifer		Frank Shannon; Louis F. Keifer[3]	James Hanrahan	Gaither Taylor	Albert White
Sunday edition	23,096												
TIPTON, 4,507.													
Times (R) (32)	1,652	.018	.018	J. Otto Lee	Ed. T. Staley		Fred S. Oglebay						F. Baissaline
Tribune (I) (none)	2,553	.02	.02	Ramsay & O'Banion	A. W. Ramsay	A. W. Ramsay	Floyd Ramsay		I. M. O'Banion	Clayton O'Banion	C. J. Kiger and I. M. O'Banion		Fred Baissaline
UNION CITY, 4,940.													
Times (R) (J) (4) (d)	2,268	.021	.021	Geo. W. Patchell	James J. Patchell	James J. Patchell	James J. Patchell	James J. Patchell	James J. Patchell	James J. Patchell	James J. Patchell	James J. Patchell	Roy Patchell[2]
VALPARAISO, 6,518.													
Messenger (D) (98-117)	2,404	.015	.015	H. F. Strother	H. F. Strother	H. F. Strother	A. C. Faulkner	H. F. Strother	H. F. Strother	N. Jordan	A. Barney		Joseph Reibly
Vidette (none) (d)	2,000	.011	...	John M. Mavity	John M. Mavity		Englebert Zimmerman	John M. Mavity					
VINCENNES, 17,160.													
†Commercial (m) (R) (125-152)	5,220	.035	.02	Thos. H. Adams	Thos. H. Adams	A. B. Brouillette	A. R. Cochran and O. V. Agur	C. W. Adams	C. W. Adams	E. A. Cash	C. C. Gosnell, Jr.	R. M. Glass, Jr.	C. L. Kuhn
Sunday edition	5,416												
Sun (D) (J) (106-126)	3,294	.02	.018	R. E. Purcell & Sons	Geo. W. Purcell	Geo. W. Purcell	Harley E. Fresnell	R. E. Purcell & Sons	R. E. Purcell & Sons	E. E. Preble	Stephen Reep		W. F. Preble[2]
WABASH, 9,872.													
Plain Dealer (R) (J) (none)	2,500	.02	.014	Don M. Nixon	G. H. Scruton, Jr.			D. M. Nixon		C. E. Kettring; Esta Sprinkle			Earl Snow; W. Derr[1]
Times-Star (D) (J) (106-126)	2,690	.025	.029	Wabash Ptg. & Pub. Co.	Ira D. Rohrer		Glen Ballanger	Ira D. Rohrer		Glen Buffington			Ira M. Downey; W. G. Gunthrie[1]
WARSAW, 5,478.													
Times (R) (J) (d) (none)	3,456	.025	.025	Reuben Williams & Sons	Logan H. Williams		E. L. Dodge	Logan H. Williams	Logan H. Williams	Raymond B. Williams	Everett Baum		R. Williams[1]
Union (D) (d) (none)	2,542	.02	.021	Warsaw Union, Inc.	R. O. Nusbaum			Ralph W. Bartol		Fred C. Bartol; Ralph W. Bartol[3]			
WASHINGTON, 8,705.													
Democrat (D) (J) (none)	2,738	.018	.018	Boyd & Backes	S. B. Boyd & Henry Backes	Henry Backes	Donald Ellis			S. B. Boyd			Henry Backes[1]
Herald (none)	....	.014	.014	Gazette & Herald Co.	Charles Sefrit								

IOWA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AMES, 6,270.													
Tribune (I-R) (J) (mer.) (none) (t)	2,587	.03	...	J. L. Powers (Tribune Pub. Co.)	J. L. Powers	R. S. Tofflemire	Roland Tofflemire	J. L. Powers	J. L. Powers	J. L. Powers, Jr.	J. L. Powers, Jr.	C. O. Powers	C. O. Powers[2]
ATLANTIC, 5,329.													
News-Telegraph (I-R) (J) (76)	3,800	.03	...	C. F. & E. P. Chase	C. F. & E. P. Chase	C. F. & E. P. Chase	E. P. Chase	E. P. Chase	E. P. Chase	Lydia R. Otto		Gladys Sexton	F. R. Seaman; C. S. Relyea[1]
BOONE, 12,451.													
News-Republican (R) (J) (none)	5,035	.035	.026	S. G. Goldthwaite	S. G. Goldthwaite	George Brunton	Cecil Douglass	S. G. Goldthwaite		J. Ray Brown			Fred E. Henry[2]
BURLINGTON, 24,057.													
Gazette (D) (115-116)	10,706	.04	...	Burlington Gaz. Co.	Geo. A. Stivers	Thomas Green			Chas. M. Morgan				
†Hawk-Eye (m) (R) (9)	10,864	.04	...	Jno. F. D. Aué	J. L. Waite	Tracy Garrett		Jno. F. D. Aué	C. M. Waite	Harold Morgan	C. M. Waite	Harold Morgan	
Sunday edition	14,145												
CEDAR FALLS, 6,316.													
Record (R) (J) (none)	1,680	.021	.021	C. S. Coddington	C. S. Coddington	C. S. Coddington	G. E. Campbell	C. S. Coddington		H. D. Lemley	Flora Pixley	John Burreson	
CEDAR RAPIDS, 6,316.													
Gazette (I) (151-2)	20,668	.069	.057	J. L. Miller	H. L. Marshall	Vern Marshall	Frank Wasson	J. L. Miller	J. S. Young	J. S. Young	Chas. Hoomer	J. S. Young	
Republican (m) (R) (115-116)	17,698	.065	.045	J. S. Farquhar	R. G. Grassfeld	F. J. Lazell and E. R. Appel	D. E. Van Metre		Chas. A. Siegfried	Walter Bechtel	Glen C. Huffy	Edgar McNall	
Sunday edition	17,895												
CENTERVILLE, 8,486.													
Iowegian & Citizen (R) (119)	4,772	.025	.02	Beck & Needham	J. M. Beck	J. Ray Ellis	C. B. DuPuy		J. R. Needham	J. R. Needham; J. M. Beck[3]	A. C. Humphrey	Madeline Ellis	O. F. Hobart; Glenn Frink
CHARLES CITY, 7,350.													
Press (R) (J) (4)	3,000	.025	.018	L. H. Henry & Sons	L. H. Henry				Harold S. Henry				Stuart C. Henry
CLINTON, 24,151.													
Advertiser (I) (151-2)	8,760	.035	...	B. G. Oates	T. V. Murphy			B. G. Oates		Lester McAllister			J. J. Murphy
Herald (R) (115-116)	9,324	.035	.03	L. M. Michelsen	W. C. Eastland		E. LeProvost	L. M. Michelsen		J. J. O'Connor	A. E. Meyer	C. W. Ocker	J. Bulzbach
COUNCIL BLUFFS, 36,162.													
Nonpareil (m) (I-R) (J) (55)	15,776	.05	.042	New Nonpareil Co.	W. R. Orchard	John Henry	Charles Kendricks	W. P. Hughes	Robert R. O'Brien	Robert R. O'Brien; A. Gallegher[3]	John O'Brien	R. W. Bateman	
Sunday edition	15,676												
CRESTON, 8,034.													
Advertiser (I) (115-116)	3,912	.025	.025	Creston Advertiser-Gaz. Co.	W. A. Roseberry and W. A. Roseberry and Carl Davenport	Carl Davenport	H. A. Laferte	W. A. Roseberry and W. A. Roseberry and Carl Davenport	Carl Davenport	Horace Barnes; Wm. Rath[3]	E. G. Smeltzer	Wm. Rath	W. A. Roseberry

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

IOWA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
DAVENPORT, 56,727.													
Democrat & Leader (m) (D) (48)	14,421	.06	.04	Frank D. Throop	Ralph W. Cram	Ralph W. Cram	Hugh Harrison	Frank D. Throop	Frank D. Throop	Victor Martin	V. N. Dorgan	R. W. Meng	C. H. Bleuer
Sunday edition	17,221												
Times (I-R) (35)	24,139	.07	.07	E. P. Adler	R. J. Leysen	R. J. Leysen	R. L. Klauer	E. P. Adler	F. Russell	L. M. Turnbull; E. P. Adler[3]	John R. Evans	J. P. Klouda	T. J. Kelly
DES MOINES, 126,468.													
Capital (m) (R) (112)	61,288	.14	.085	Lafayette Young, Sr.	Lafayette Young, Sr.	John Ball	Carl Stuart	Lafayette Young, Jr.	Lafayette Young, Jr.	Robt T. Kenworthy; John E. Stewart[3]	H. E. Willis	Jos. Campbell	W. L. Jones
Sunday edition	28,150												
News (I) (3)	27,745	.10	...	The Des Moines News Co.	Harold C. Place	J. T. Feehan	Preston Wright	J. A. Keefe	J. A. Keefe	R. W. Kreider	C. M. Platzer	A. H. Shoop	
†Register (m) (I) (J) (E) *S (78-113-12)	72,707	.25	.25	Gardner Cowles; John Cowles	Harvey Ingham	W. W. Waymack	W. G. Hale	Gardner Cowles	H. T. Watts	F. R. Geneva	W. A. Cordingley	Jno. L. Irvin	Geo. D. Riggs; A. P. Rainsburg[1]
Tribune (I) (J) (E) (75-104-12)	64,139												
Total	136,846												
Sunday Register	123,146	.25	.25										
Evening and Sunday	187,285												
DUBUQUE, 39,141.													
American Tribune (I) (147-70)	14,992	.05	.05	Catholic Ptg. Co., Inc.	C. N. Nennig	John P. Gonner		John P. Gonner	John P. Gonner	J. J. Clardy	John P. Gonner	J. J. Clardy	John P. Gonner
Telegraph-Herald (m) (D) (J) (1)	18,762	.06	...	F. W. Woodward	Duncan Cassidy	W. E. Wendt	W. E. Wendt	F. W. Woodward	F. W. Woodward	F. J. McLaughlin	W. J. Arendt	Jos. A. Clause	R. Turner; W. W. Lilly[1]
Sunday edition	18,821												
Times-Journal (m) (R) (J) (151-2)	11,595	.05	.04	Times Journal Co.	Ed. G. Fairfield	Wm. J. Schaefle	Ed. G. Fairfield	Wm. J. Schaefle		John Ingham	Jos. J. Kenneally	John Ingham	G. A. McLaughlin[2]
Sunday edition	11,668												
FAIRFIELD, 5,948.													
Ledger (m) (R) (J) (151-2)	4,563	.03	.03	Don & Wm. J. McGiffin	H. F. McDougal	Don McGiffin	H. F. McDougal	Don McGiffin		John Eads	Iva Peabody	Ada Scott	C. E. Dudley; T. C. Elliott[1]
107)	4,563												
Sunday edition													
FORT DODGE, 19,347.													
Messenger & Chronicle (J) (120)	9,484	.04	.029	C. A. Roberts	C. A. Roberts	Granger Mitchell		W. S. Merryman	W. S. Merryman	W. G. Hale			A. McCormack; C. D. Whitney[1]
FORT MADISON, 12,066.													
Democrat (I) (J) (151-2)	5,154	.035	.025	W. J. McGiffen	B. D. Glaha	W. J. McGiffin	Ray Z. Henle			W. T. Mershon	L. H. Danley	Mrs. P. B. Whallon	Ben Consbrock; P. B. Whallon[1]
IOWA CITY, 11,267.													
Press-Citizen (I) (149)	6,184	.035	.032	Merritt C. Speidel	Merritt C. Speidel	Maurice E. Van Metre	J. E. Reizenstein	Merritt C. Speider	William F. Wade	Edward A. Chappell; G. J. Dibb[3]	W. F. Wade	E. F. Edwards	William F. Wade
KEOKUK, 14,423.													
Gate City (I) (151-2)	5,656	.03	.021	Gate City Co.	Walter Burton	Dale E. Carrell	Frederic C. Smith	P. R. Finlay	S. E. Carrell	C. M. Thornton	Henry Nelson		
MARSHALLTOWN, 15,731.													
Times-Republican (R) (none)	10,046	.04	...	Times-Republican Ptg. Co.	D. W. Norris	R. C. Wells	H. J. Rodgers	Geo. T. Thayer	Geo. T. Thayer	Geo. T. Thayer	Geo. T. Thayer	Geo. T. Thayer	A. L. Richards
MASON CITY, 20,065.													
Globe-Gazette & Times (R) (mer.) (120)	11,274	.04	.04	Globe Gazette Ptg. Co.	W. F. Muse	W. Earl Hall	Enoch Norum	W. F. Muse	Anton Jepperson	Lloyd Geer	Lloyd Bergen	Con Wesley	
MISSOURI VALLEY, 3,985.													
Times (4) (d)	471	.016	.016	R. C. Lahman	R. C. Lahman	R. C. Lahman	Samuel Holmes						J. W. Harris[1]
MT. PLEASANT, 3,987.													
News (none) (d)	1,400	.016	.014	Charles S. Rogers	Charles S. Rogers			Warren K. Rogers				O. D. Pennywill	
MUSCATINE, 16,068.													
Journal & News-Tribune (I) (35)	7,962	.035	.028	Lee P. Loomis		Geo. W. Hinshaw	George Newton			C. Rabedeaux	A. M. Geibel		N. Hoeffin
NEWTON, 6,627.													
News (I-R) (J) (none)	2,138	.025	.018	James R. Rhodes	James R. Rhodes	S. W. Mitchell	S. W. Mitchell	James R. Rhodes	James R. Rhodes	G. W. Whitehead	Mildred Kenner		W. E. Rose; F. L. McNair[1]
OELWEIN, 7,455.													
Register (none)	2,715	.03	.03	Oelwin Daily Register	R. V. Lucas	R. V. Lucas	R. V. Lucas	H. V. Hoyer	H. V. Hoyer	W. T. Ambruster	R. V. Lucas	H. V. Hoyer	H. V. Hoyer; W. P. Beck[1]
OSKALOOSA, 9,427.													
Herald (none) (d)	5,250	.03	.03	Oskaloosa Herald Co.	Phil Hoffman					Chas. S. Walling			
OTTUMWA, 23,003.													
Courier (R) (35)	13,045	.05	...	Jas. F. Powell	W. H. Powell	W. H. Powell	C. S. Johnston	John Huston	John Huston	E. P. Canny	J. F. Haring	C. Meister	
News (4-31)	2,300	.07	...	A. J. Stump						A. J. Stump			
PERRY, 5,642.													
Chief (I-R) (J) (106-5)	2,202	.025	.018	Chief Ptg. Co., Inc.	Herbert L. Adams	Herbert L. Adams	Herbert L. Adams	Herbert L. Adams	Herbert L. Adams	Fred F. Harvey	V. J. Hall	Anne A. Adams	Fred F. Harvey[2]
SHENANDOAH, 5,255.													
World (I) (J) (none)	2,672	.032	.032	World Pub. Co., Inc.	R. E. Cunningham	R. R. Cunningham	E. B. Wilbur	R. E. Cunningham	M. A. Koons	J. Oviatt	J. H. Stack	M. Moore	C. L. Walden[2]
SIOUX CITY, 71,277.													
†Journal (m) (R) (J) (E) (120-54-36)	27,691	.11	.10	Perkins Bros. Co.	A. F. Allen	H. E. Cody	Willis Forbes	W. H. Sammons	W. H. Sammons	John B. Perkins	E. E. Towns	F. D. Dufour	J. S. Wohlford[1]
Evening edition	22,619												
Sunday edition	40,420	.11	.10										
Live Stock Record (J)	7,600	.02	...	Record Pub. Co.	Y. A. Hartman		Y. A. Hartman	Y. A. Hartman		Park Gespalge			J. W. Wilson
†Tribune (I) (J) (E) (156)	14,512	.12	...	The Tribune Co.	John H. Kelly	E. G. Tripp	I. F. Harrison	Eugene Kelly	Eugene Kelly	G. H. Pearsall; William Ellers[3]	J. T. Bruggeman	A. E. Davis	L. P. Rogers; J. F. Kelly
Evening edition	34,616												
VINTON, 3,331.													
Cedar Valley Daily Times (I) (J) (none)	4,442	.03	.03	H. G. Kruse	H. G. Kruse		J. P. Kirkpatrick			Fred A. Braginton	Miss E. Williams		Carl Dorlan; Z. V. Wyatt[1]
WATERLOO, 36,230.													
Courier (139)	16,636	.06	...	W. H. Hartman Co.	John C. Hartman	E. R. Moore	Wilton Floberg	Jackson McCoy	Jackson McCoy				E. R. Boller
†Waterloo-Tribune (m) (I-R) (J) (73)	11,761	.05	...	Harry Shaw	Wm. A. Reed		F. J. Hanlon			Seth C. Beem; Nitella J. Myers[3]	W. J. O'Neil	Helen H. Reed	Cal J. Wright[1]
Sunday edition	12,095												
WASHINGTON, 4,697.													
Journal (R) (J) (4)	2,968	.025	.025	Elder Shannon Co.	Orville Elder	Orville Elder	Bruce Cowden		E. E. Shannon	R. E. Shannon			C. E. Clarence
WEBSTER CITY, 5,657.													
Freeman-Journal (R) (J) (none)	1,826	.021	.021	Freeman-Journal Pub. Co.	W. F. Hunter	Geo. C. Tucker			J. V. Stonebraker	D. L. Hunter[3]			H. R Packard[2]

KANSAS

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ABILENE, 4,895.													
Chronicle (145) (d)	960	.015	.015	E. C. Reeves	E. C. Reeves	E. C. Reeves	Miss Mary Smith	E. C. Reeves	E. C. Reeves	E. C. Reeves	E. C. Reeves		E. C. Reeves[3]
Reflector (R) (J) (none)	1,325	.01	.01	H. W. Wilson, Mgr.	C. M. Harger					F. O. Wilson	Leo Towne		M. L. Jordan[1]
ARKANSAS CITY, 11,253.													
News (I) (J) (149-47)	2,664	.02	.018	News Pub. Co.	Chas. Spencer	Chas. Spencer	James Woods	Chas. Spencer		R. M. Davis	Hettie Calkins	Drusilla Kuper	Chester Breon; Arthur Breon[1]
Traveler (R) (none)	3,374	.022	...	R. C. Howard	R. C. Howard			H. D. Howard					
ATCHISON, 12,630.													
Globe (m) (I) (120-54) (t)	7,152	.03	.03	Globe Publishing Co.	Gene A. Howe	J. E. Rank	J. E. Rank		N. D. Bartlett	W. C. Hawk; N. D. Bartlett[3]	W. C. Hawk	W. C. Hawk	C. D. O'Keefe
Sunday edition	7,569												
AUGUSTA, 4,219.													
Gazette (I) (J) (145)	2,139	.018	.015	W. K. Leatherock	W. K. Leatherock				W. K. Leatherock				J. T. Jackson
BELOIT, 3,315.													
Call (none) (d)	2,109	.011	.011	Adamson & Houghton, Editors & Publishers	Adamson & Houghton	Harry K. Houghton	Rachel H. Butler	Harry K. Houghton	Harry K. Houghton				W. H. Springer

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BURLINGTON, 2,236.													
Republican (R) (J) (4)	2,231	.010	.010	John Redmond	John Redmond	John Redmond	Marvin Kelly		Floyd S. Ecord	George H. Hudson	Virginia Puffer	Virginia Puffer	M. E. Budd[2]
CANEY, 3,427.													
Chronicle (none)	....	.021	.021	Chronicle Pub. Co									
CHANUTE, 10,286.													
Timesett (I) (J) (none) (See Footnote ‡)	....	.025	.025	A. H. Turner	Chas. F. Jones	Chas. F. Jones	T. A. Churchill	Chas. F. Jones		W. T. Bennett		Miss Clara Domitz	Monroe Walker; C. A. Brown[1]
Tribune (R) (J) (none)	2,791	.015	.014	Cavaness Bros.	Herbert Cavaness	Wilfrid Cavaness	Fletcher Maclary						W. Cavaness[2]
CHERRYVALE, 4,698.													
Republican (130) (d)	....	.015	...	Will R. Burge	Will R. Burge								
Tribune (R)	2,791	.015	.014	Cavaness Bros.	Herbert Cavaness	Wilfred Cavaness	Fletcher Maclary						W. Cavaness; W. Cann[1]
CLAY CENTER, 3,715.													
Dispatch-Republican (R) (J) (none)	1,375	.014	.014	Clay Center Pub. Co.	F. W. Parrott					F. W. Hood			H. M. Tyler[2]
COFFEYVILLE, 13,452.													
Journal (R) (J) (74)	5,225	.03	.03	Powell & Platz	H. J. Powell	H. J. Powell	Stanley Platz	H. J. Powell	H. J. Powell	C. W. Edmundson	M. E. Kane		Geo. May[2]
†News (I) (4)	4,425	.02	.02	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine	A. J. Valentine
COLUMBUS, 3,155.													
Advocate (4) (d)	....	.011	.011	W. W. Huston	W. W. Huston								
CONCORDIA, 4,705.													
Blade-Empire (R) (J) (none)	2,750	.021	.021	Ray Green	Ray Green	Chas. R. Cook	Charles R. Cook	Ray Green	Lester B. Shrouf	Lester B. Shrouf			Lee D. Shrouf
COUNCIL GROVE, 2,650.													
Guard (150-47)	1,280	.02	.02	M. F. Amrine	M. F. Amrine	M. F. Amrine	M. F. Amrine	M. F. Amrine	M. F. Amrine	M. F. Amrine			A. M. Nelson
DODGE CITY, 5,061.													
Globe (I) (none)	2,478	.025	.018	J. C. Denious	J. C. Denious		C. L. Jacoby	J. C. Denious		Frank L. Main	N. C. Peterson	N. C. Peterson	D. H. Tucker
ELDORADO, 10,995.													
Times (R) (J) (145)	4,175	.03	.02	Times Pub. Co.	R. A. Clymer		W. R. Feder	R. A. Clymer			Albert Letts		C. N. Stemple; A. G. Hudson[1]
EMPORIA, 11,273.													
Gazette (R) (J) (none)	4,703	.03	...	W. A. White	W. A. White	Calvin H. Lambert	C. H. Lambert	W. E. Hughes	W. E. Hughes	Eugene Lowther	M. Klein		John Schottler[2]
FT. SCOTT, 10,698.													
Tribune-Monitor (J) (145)	3,347	.025	.025	Geo. W. Marble	Geo. W. Marble	Geo. W. Marble	J. N. Heylman	Geo. W. Marble	F. E. Milligan	Lloyd B. Chappell	Wm. Scott	Loyd B. Chappell	Frank Decker; F. E. Milligan[1]
FRANKFORT, 1,314.													
Times (I) (J) (145) (d)	....	.014	.014	F. M. Hartman	F. M. Hartman				H. H. Hartman				A. P. Hartman
FREDONIA, 3,954.													
Herald (1-71)	1,500	.018	.018	Ben S. Hudson	Ben S. Hudson								
GALENA, 4,712.													
Times (I) (J) (145) (d)	1,200	.017	.017	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Hattie C. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	N. J. Carver	N. J. Carver	Robert Parks[2]
GREAT BEND, 4,460.													
Tribune (I) (J) (4-75)	3,260	018	.018	Will Townsley	Will Townsley		Merrill Spencer		John K. McMullen	John K. McMullen			Earl Preedy[2]
HIAWATHA, 3,222.													
World (I) (145)	3,175	.02	...	Ewing Herbert	Ewing Herbert	Ewing Herbert	Rose Zimmerman	Ewing Herbert					Ralph McDonald; Rose Zimmerman[1]
HUTCHINSON, 23,298.													
†Gazette (m) (I) (20)	11,416	.04	.03	Ross E. Burns	Ross E. Burns	John Schwinn	John Schwinn	Ross E. Burns	L. H. Whiteside	L. H. Whiteside	Ross E. Burns	L. H. Whiteside	A. M. Straley
Sunday edition	11,818												
News (R) (mer.) (74)	14,089	.05	.036	W. Y. Morgan	W. Y. Morgan	Fred Henney	Herbert Wagoner	R. C. Ballard	R. C. Ballard	Chas. L. Nicholson	G. V. Allen	Chas. Nicholson	Elmer Brewer
INDEPENDENCE, 11,920.													
†Free Press (m) (none)	3,179	.018	...	D. Clyde Knock	Roy Fruit	Roy Fruit	Roy Fruit	D. Clyde Knock	D. Clyde Knock	Fred Stuck	O. G. Buchanan		August Etzold
Sunday edition	3,179												
Star (none)	....	.014	...	A. T. Cox	A. T. Cox								J. F. Alkisson
Reporter (R) (none)	3,012	.018	.018	Emmett D. George	Emmett D. George	Emmett D. George	Pauline Huston	Emmett D. George	Valeria Weller	J. V. Langhorne	Byron George	Byron George	Harold Neesling[1]
IOLA, 8,513.													
Register (R) (J) (145)	3,282	.025	...	Chas. F. Scott	Chas. F. Scott	Chas. F. Scott	Angelo C. Scott	Angelo C. Scott	Angelo C. Scott	Milford Langley	Geo. L. Williams	Laura Buttram	Herbert Whittaker; Roy Varner[1]
JUNCTION CITY, 7,516.													
Union (I) (145)	....	.02	.015	John Montgomery & Son	H. E. Montgomery	E. Montgomery	Eugene Teitzel	John Montgomery	John Montgomery	C. D. Avery		A. S. McDonald	O. Schultz
KANSAS CITY, 101,177.													
Kansan (m) (I) (mer.) (27)	22,693	.07	.07	Arthur Capper		Carl F. White		W. A. Bailey		Knowlton Parker	Lloyd Smith		
Sunday edition	23,028	.07	.07										
KIOWA, 1,520.													
†Record (m) (none) (d)	999	.013	.013	F. E. Hagenbuch	F. E. Hagenbuch	F. E. Hagenbuch	Mrs. E. S. Hagenbuch	Mrs. E. S. Hagenbuch	Mrs. E. S. Hagenbuch	Mrs. E. S. Hagenbuch	Mrs. E. S. Hagenbuch	Mrs. E. S. Hagenbuch	
Sunday edition													
LAWRENCE, 12,456.													
Journal-World (R) (J) (1-75)	5,225	.025	.02	World Co.	W. C. Simons	J. W. Murray	J. W. Murray	W. C. Simons	W. C. Simons	Paul C. Rankin	Grace Farris	R. De Watterville	E. A. Farris[2]
LEAVENWORTH, 16,912.													
Times (m) (R) (120-148)	7,195	.035	...	D. R. Anthony Estate	D. R. Anthony, Jr.	D. R. Anthony, Jr.	Fred Post	D. R. Anthony, Jr.	H. H. Seckler	H. H. Seckler	Ed. Smith	J. K. Krueger	Henry Hampel
LYONS, 2,516.													
News (I) (J) (145) (d)	1,510	.014	.014	Paul A. Jones	Paul A. Jones	Paul A. Jones	Florence Cristler	Paul A. Jones	Paul A. Jones	Horace Jones	Horace Jones	Horace Jones	J. H. Myers; F. L. Underwood[1]
MANHATTAN, 7,989.													
†Chronicle (m) (4)	2,507	.021	.009	Fay N. Seaton	Harry F. Parsons	Morse Salisbury		Harry F. Parsons	Harry F. Parsons				
Sunday edition	2,507												
Mercury (I-R) (J) (4)	1,285	.014	.008	Fay N. Seaton	Fay N. Seaton		C. R. Cheadle	Fay N. Seaton		M. H. Baldwin			H. F. Parsons
Nationalist (R) (J) (145-4)	2,163	.021	.018	Ed. Shellenbaum	Ed. Shellenbaum	Ed. Shellenbaum	Anna Carlson	Ed. Shellenbaum	Ed. Shellenbaum	Anna Shellenbaum	Ed. Shellenbaum	Mabel Rensopher	John Jenkins
McPHERSON, 4,595.													
Republican (none) (d)	....	.014	...	Wm. J. Krehbiel	Wm. J. Krehbiel	C. E. Oelrich							
NEODESHA, 3,943.													
Sun	1,150	.014	.014	C. E. Cowdery Est.	Chas. B. Beebe	Harley E. Holden	Harley E. Holden	Chas. P. Beebe	Chas. P. Beebe	Chas. P. Beebe	Wilma Saxe		Paul Klayder
NEWTON, 9,781.													
Kansan-Republican (R) (J) 145)	2,850	.02	.02	Kansan Printing Co.	J. L. Napier	J. L. Napier	J. L. Napier	J. C. Mack	J. C. Mack	J. C. Mack	J. C. Mack	J. C. Mack	R. W. Black[2]
NORTON, 2,186.													
Telegram (D) (J) (145)	1,716	.015	.015	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore	Thos. N. & Everett Moore						
OTTAWA, 9,018.													
Herald (I) (J) (151-75)	4,391	.025	.025	R. A. Harris	R. A. Harris	W. E. Gilliland			John P. Harris	Clarence Moody	Earl Bigler		Guy Spenny[2]
PARSONS, 16,028.													
†Republican (m) (R) (28)	5,850	.022	.018	A. D. Murlin	A. D. Murlin	A. D. Murlin		A. D. Murlin	Gertrude D. Murlin				
Sunday edition	5,850												
Sun (I) (mer.) (145)	5,860	.025	.02	Lester Combs	Lester Combs	Hasel Meyers	J. W. Crayhon	Lester Combs	G. C. Krause	James Madison; Lester Combs[1]	Dewey Cummings	Aymee Applegate	Osro Willard
PITTSBURG, 18,052.													
Headlight (R) (J) (44)	8,687	.03	.03	Moore Brothers	J. T. & G. A. Moore	Moore Brothers	F. W. Brinkerhoff	J. T. & G. A. Moore	Moore Brothers	H. F. Boylan[1]	Moore Brothers	Moore Brothers	F. W. Bishop[2]
†Sun (I) (145)	6,010	.03	.03	William A. Beasley	H. A. Scow	H. A. Scow		William A. Beasley	William A. Beasley	Fred H. Vandegrift	J. A. McCool	F. H. Vandegrift	August Simons
PRATT, 5,111.													
Tribune (I) (J) (145)	1,630	.025	.025	Tribune Pub. Co.	Nate E. Reece				Cecil P. Rich	W. F. Ellsworth	W. F. Ellsworth		

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. (‡) circulated free. [2]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

KANSAS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
SALINA, 15,085.													
Journal (R) (J) (145-75)	6,065	.025	...	Journal Pub. Co.	Joseph L. Bristow	Fred J. Ludes	C. R. Mooney	Roy F. Bailey	Roy F. Bailey	Charles H. Harper; Roy F. Bailey[3]	John B. Smith	Roy F. Bailey	L. C. Magill; Roy F. Bailey[1]
Union (m) (R) (J) (116)	4,770	.025	.02	Central Kansas Pub. Co.	Earl C. Woodward	L. F. Brewer	L. F. Brewer	E. C. Woodward	E. C. Woodward	W. L. Kelley	M. Taylor		H. E. Mall[2]
Sunday edition	5,029												
TOPEKA, 50,022.													
†Capital (m) (R) (J) (e)	35,311	.09	.06	Arthur Capper	H. T. Chase	Cliff Stratton	G. E. Hobbs	Marco Morrow	J. E. Griest	Marco Morrow; D. B. Clapp[3]	H. S. Blake	W. R. Gilmore	Robert Maxwell; H. S. Brockman[1]
Sunday edition	37,156	.09	.07										
State Journal (I) (13)	21,127	.06	.06	Frank P. MacLennan	Frank P. MacLennan	Arthur J. Carruth, Jr.	Arthur J. Carruth, Jr.	Frank P. MacLennan	Wm. P. Snyder	Paul T. Morgan; Wm. P. Snyder[3]	Morris D. Milam	Paul T. Morgan	M. H. Gardner
WELLINGTON, 7,048.													
News (I) (J) (none)	....	.018	.018	H. L. Woods	H. L. Woods	H. L. Woods				Kenneth Irwin			Wilbur Scott; Glenn Graham[1]
WICHITA, 72,128.													
Beacon (m) (I) (73)	43,167	.10	.07	Henry J. Allen	Henry J. Allen	Elmer T. Peterson	Don McIvar	S. A. Coleman	A. T. Butler	W. S. Cady; T. N. Gretzer[3]	C. B. McCawley	C. F. Hector	Frank E. Griffin
Sunday edition	44,027												
†Eagle (m) (I) (J) (E) *S (8)	56,305	.15	...	Marcellus M. Murdock	Charles B. Driscoll		A. De Bernardi, Jr.	Sidney D. Long	Clyde W. Speer	Emery E. Hardwick	E. M. Dinius	Walter C. Pruitt	Dee Allen[1]
Sunday edition	66,036												
Stockman (I)	8,200	.03	|04	J. C. McGuin	Lee McPherson	J. C. McGuin	Bruce Beheimer	J. C. McGuin	Mrs. Bruce Taylor	Fenton D. Clark			Alva McGuin
WINFIELD, 7,933.													
Courier (R) (J) (t)	2,322	.017	.017	E. P. Greer	E. P. Greer	E. P. Greer	Lorren Williams	Milton A. Bangs	Milton A. Bangs	Milton A. Bangs	E. P. Greer	Viola Craven	Glenn W. Seaman; A. B. Drumm
Free Press (I-R) (J)	2,237	.018	.018	W. G. Anderson	W. G. Anderson	W. G. Anderson	Harry L. Hart	W. G. Anderson	W. G. Anderson	Geo. F. Honnold			

KENTUCKY

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ASHLAND, 14,729.													
Independent (m) (I) (J) *S (106-5)	5,632	.03	.021	Ashland Pub. Co.	P. J. Hughes	P. J. Hughes	E. W. Donaldson	B. F. Forgey	B. F. Forgey	D. E. Geiger	J. T. Norris	D. E. Geiger	J. W. Hughes; R. D. Hughes[1]
Sunday edition	6,421												
BOWLING GREEN, 9,638.													
News (D) (145)	3,685	.025	.02	C. M. Gaines	D. A. Roup	R. B. Morningstar	P. S. Turpin	C. M. Gaines	C. M. Gaines	S. H. Cant; C. M. Gaines[3]	W. H. Rileen	J. Hines	
Times-Journal (D) (J) (4)	3,711	.018	...	Times-Journal Pub. Co., Inc.	J. G. Denhardt	J. G. Denhardt	A. L. Cox	J. G. Denhardt	J. G. Denhardt	J. G. Denhardt; American Press[3]			J. B. Sublett; E. W. Powell[1]
COVINGTON, 57,121.													
Kentucky Post (I) (3)	21,520	.055	.05	Post Pub. Co.	Bruce I. Susong	Elmer F. Frier			Chas. H. Willenborg	C. B. Lepper	Walter Rauch		
DANVILLE, 5,034.													
Advocate (none) (d)	....	.014	...	Richardson & McIntyre	Richardson & McIntyre								
Messenger (D) (J) (4)	3,415	.018	.018	J. Curtis Alcock	J. Curtis Alcock	J. Curtis Alcock	George A. Joplin, Jr.	J. Curtis Alcock	J. Curtis Alcock	Robert Jackson			I. G. Jackson[2]
FRANKFORT, 9,805.													
†State Journal (D) (m) (J) (1)	3,206	.025	.025	State Journal Co.	J. L. Newman		Dulin Moss	J. L. Newman	J. P. Newman	J. P. Newman			Geo. H. Mayes[1]
Sunday edition	3,206												
FULTON, 3,415.													
Leader (D) (none)	....	.014	...	R. T. & J. H. Moore	R. T. & J. H. Moore								
HENDERSON, 12,169.													
†Gleaner (m) (D) (J) (none)	2,990	.025	...	Leigh Harris	Leigh Harris	J. A. Lyne	Jas. E. Douse	Leigh Harris	Leigh Harris	W. W. Smith	John Goehring	Jas. H. Kerr	Earl Sommers; Arthur Petty[1]
Sunday Gleaner-Journal	3,443												
Journal (D) (none)	....	.015	.015			F. M. Hutcheson	W. E. Daniel						
HOPKINSVILLE, 9,696.													
Kentucky New Era (D) (none)	3,580	.02	.018	A. W. Wood	T. C. Underwood	T. C. Underwood	M. E. Bacon	H. W. Wood	Thos. F Wood		E. Herforth		Frank Tonau
LEXINGTON, 41,534.													
†Herald (m) (D) (20)	16,038	.05	.039	Lex. Herald Co., Inc.	Desha Breckenridge	Thos. R. Underwood	J. A. Estes	Robt. J. Breckinridge		T. B. Tanner		C. D. Thompson	Walter Riddell
Sunday edition	16,784												
Leader (m) (R) (73)	17,761	.05	.045	John G. Stoll	Harry Giovannoli	J. M. Ross	Chas. Dickerson	Harry Giovannoli	Fred B. Wachs	Harry E. Roberts; Fred B. Wachs[3]	Chas. W. Crum	Fred B. Wachs	Fred B. Wachs
Sunday edition	17,827												
LOUISVILLE, 234,891.													
†Courier-Journal (m) (I-D) *S (8)	52,938	.12	.09	Robert W. Bingham	Robert W. Bingham	C. E. Heberbart	William Gray	Emanuel Levi	Emanuel Levi	M. F. Aronhime; A. R. Magee[3]	H. W. Stodghill	O. S. Wespe	
Sunday edition	76,773	.16	.12										
†Herald (m) (I-R) (E) *S (76-12)	43,109	.09	...	Richard G. Knott	L. C. Humphrey	Robert Montgomery	F. D. Vanover	C. F. Gladfelter	C. F. Gladfelster	S. H. Bernheim	W. A. Alisch	Earl Bain	Walter Hitch
Sunday edition	53,702	.09	...										
Post (I) (86)	38,227	.16	.11	Richard G. Knott	L. C. Humphrey	George R. Newman	George R. Newman	W. W. Stouffer	W. L. Halstead	E. H. Rounle; Ralph Coghlan[3]	A. C. Hopewell	J. F. Sawtelle	
Times (I-D) (8)	62,326	.02	.018	Robert W. Bingham	Robt W. Bingham	A. Y. Aronson	S. G. Thompson	Emanuel Levi	Emanuel Levi	Morris F. Aronhime; A. R. Magee[3]	H. W. Stodghill	D. S. Wespe	
MADISONVILLE, 4,945.													
Messenger (D) (J) (none)	2,382	.03	...	Madisonville Pub. Co.	Edgar Arnold	Woodson Browning	Albert Larmouth		Edgard Arnold & Woodson Browning	Woodson Browning; Edgar Arnold[3]	Mary Royster		Ed. Adams; J. D. Strain
MAYFIELD, 6,583.													
Messenger (D) (J) (t) (145)	2,790	.014	...	Scott Lemon	Scott Lemon	Scott Lemon	George Bingham	Scott Lemon	Scott Lemon	Scott Lemon	Joe Sallors		
MAYSVILLE, 6,385.													
†Bulletin (D) (none)	1,490	.014	...	M. J. McCarthy & Co.	George R. McCarthy		M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	Jas. R. Ellis
†Independent (130-4) (d)	....	.02	...	Purdon & Schatzemann	Purdon & Schatzemann								
Public Ledger (R) (J) (4)	1,564	.014	...	Ledger Pub. Co.	Clarence Mathews	Clarence Matbews	F. S. Tolle	Clarence Mathews	Clarence Mathews	Clarence Mathews	Clarence Mathews	Clarence Mathews	J. B. Orr[2]
MIDDLESBORO, 8,041.													
News (I) (J) (106-5)	1,973	.025	.02	Citizens News Co., Inc.	Robert L. Kincaid	Robert L. Kincaid	Mrs. Kathryn Burch Rash		F. D. Hart, Jr.	Miss Della Richards	R. J. Bailey		Homer Tarwater[2]
OWENSBORO, 21,055.													
Inquirer (m) (D) (none)	6,012	.03	.019	Lawrence W. Hager	Lawrence W. Hager	Lawrence W. Hager	Thos. R. Higgins	W. B. Hager	W. B. Hager	G. A. Yancey	Jerome Conrey	Frank Queen	M. R. Smith
Sunday edition	6,382												
†Messenger (m) (D) (9)	7,473	.03	.03	Messenger Pub. Co., Inc.	Urey Woodson	James M. Pendleton			Geo. M. Fuqua	L. E. Cummings	V. J. Greenwell	John K. Ditto	Ernest Vogel
Sunday edition	7,605												
PADUCAH, 24,735.													
†News-Democrat (m) (D) (73)	8,693	.04	.026	Geo. H. Goodman	Geo. H. Goodman	Lloyd P. Robertson	Lloyd P. Robertson	W. H. Lackey	W. B. Balthasor	W. H. Lackey	F. C. Russell	R. A. Bryan	W. M. Smoot
Sunday edition	9,625												
Sun (I) (1)	8,072	.03	.025	Edwin J. Paxton	Elliot C. Mitchell	Elliott C. Mitchell	Elliot C. Mitchell	Edwin J. Paxton	Jos. L. Roth	E. H. Mammen	C. M. Givens	K. O. Grassham	W. A. Munsell
RICHMOND, 5,622.													
Register (D) (J) (4)	....	.025	.025	S. M. Saufley	S. M. Saufley	S. M. Saufley	S. M. Saufley	S. M. Saufley	S. M. Saufley	E. T. Wiggins	Mrs. T. T. Covington	E. T. Wiggins	Howard Payuter; Willis Noores[1]
WINCHESTER, 7,866.													
Sun (D) (J) (none)	....	.021	.021	C. C. Robbins	C. C. Robbins	C. R. Bush	C. C. Robbins	C. C. Robbins	C. C. Robbins	C. C. Robbins	Katherine Albert	Katherine Albert	O. B. Tolin[2]

LOUISIANA

LOUISIANA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALEXANDRIA, 17,510.													
Town Talk (D) (J) (135-71)	5,303	.03	...	H. M. Hule	R. C. Jarreau		R. C. Jarreau	H. M. Hule	H. M. Hule	R. L. Wilson			Geo. H. Dale; J. R. Senseney[1]
BATON ROUGE, 21,782.													
State-Times (D)	6,110	.032	...	Chas. P. Manship	Chas. P. Manship	E. J. Webster	J. B. Ogden	Chas. P. Manship	Charles P. Manship	Charles P. Manship	Theo. Bandin		Abner Kirbey
CROWLEY, 6,108.													
Signal (none)	935	.014	...	Signal Publishing Co.	W. W. Duson, Jr.								
JENNINGS, 3,824.													
Times-Record (D) (J) (4)	409	.014	.014	Record Pub. Co., Ltd	N. L. Miller	N. L. Miller	Genevieve Clark	N. L. Miller	N. L. Miller	N. L. Miller	N. L. Miller	Genevieve Clark	N. Lloyd Miller, Jr.[2]
LAFAYETTE, 7,855.													
Advertiser (D) (J) (145)	1,570	.015	.015	Advertiser-Gazette Co., Inc.	Thomas M. Callahan	William F. Candler	William F. Candler	Thomas M. Callahan	Scranton Mouton	Scranton Mouton	Ethel Cushman	Ethel Cushman	O. A. Fournet[2]
LAKE CHARLES, 13,088.													
American Press (135-71)	3,754	.03	...	American Press Co. (Ltd.)	Frank A. Smith								
MONROE, 12,675.													
News-Star (D) (J) (150-75)	8,154	.025	.025	News-Star Pub. Co.	J. W. Smith	Thos. Gillen	Dutch Campbell	J. W. Smith	C. E. Faulk	J. W. Worthington	O. McPeak		
NEW ORLEANS, 387,219.													
Item (m) (I) (E) (22)	58,685	.15	...	James M. Thomson	Marshall Ballard	Clark Salmon	Fred Coburn	A. G. Newmyer	A. G. Newmyer	Rowden Caldwell; C. W. Hancock[3]	P. J. Thomson	L. R. Jalenak	P. J. Thomson; L. R. Jalenak[1]
Sunday edition	91,680	.18	...										
States (m) (D) (E) (8-20-155)	50,794	.13	.10	Robt. Ewing	Robert Ewing	J. Walker Ross	James Crown	Robert Ewing	M. Beyersdorfer	J. L. Ewing; John M. Draper[3]	Chas. Goeringer	P. K. Ewing	J. Ducois
Sunday edition	77,746	.15	...										
†Times-Picayune (m) (I-D) (E) *8	78,047	.16	.09	Times-Picayune Pub. Co.	L. K. Nicholson	J. E. Edmonds	H. E. Wright		John F. Tims, Jr.	L. F. Blackburn; A. M. Gottschall[3]	A. H. Baker	A. J. Combe	
(12-35) Sunday edition	104,212	.20	.13										
RUSTON, 3,389.													
Leader (none) (d)	....	.007	...	Savery M. Lewis	Savery M. Lewis								
SHREVEPORT, 43,874.													
Journal (D) (J) (73)	16,215	.05	.05	Journal Pub. Co.	D. G. Frants	D. G. Frants	Otis Harris	Douglas Attaway	W. A. Barfield	Geo. F. Sexton, Jr.	T. L. Sessums	H. D. McKay	S. B. Harper[2]
†Times (m) (D) (8-20)	31,732	.08	...	Robert Ewing	Albert Witt	Albert Witt		John D. Ewing	L. A. Mailbes	R. D. Holt; Ottis M. Lowe[3]	Chas. E. Reid	L. V. Massengale	
Sunday edition	45,736	.11	...										

MAINE

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AUGUSTA, 14,114.													
†Kennebec Journal (R) (J) (120)	11,187	.05	.05	Kennebec Journal Co.	John V. Lane	John V. Lane	Clyde C. Metcalf	Charles F. Flynt	Charles F. Flynt	Charles F. Flynt	Leigh D. Flynt	L. M. Hart	Frank I. Clark; Osma L. Sumner[1]
BANGOR, 25,978.													
Commercial (I) (J) (96-75)	14,438	.04	.04	J. F. Bass Pub. Co.	A. E. Bass	Oliver L. Hall			M. R. Harrigan				
†News (R) (115-116)	21,995	.055	.055	Bangor Pub. Co.	J. Norman Towle	J. Norman Towle	Lawrence T. Smyth		Walter B. Reed	Walter B. Reed	W. B. Reed	W. B. Reed	
BATH, 14,731.													
Times (R) (J) (96)	2,373	.013	.013	Times Co., F. B. Nichols, President	Harry C. Webber	Harry C. Webber	Arthur K. Purington	F. B. Nichols	F. B. Nichols	F. B. Nichols	M. C. Stewart	M. C. Stewart	E. R. Wright; F. E. Edney[1]
BIDDEFORD, 18,008.													
Journal (R) (J) (96)	4,743	.02	.017	Journal Pub. Corp.	R. F. Wormwood	R. F. Wormwood	M. J. Twomey		James A. Cook	James A. Cook	James A. Cook	James A. Cook	William H. Harmon; C. A. Watson[1]
Record (D) (none) (d)	2,917	.014	.014	John W. Robinson	John W. Robinson	John W. Robinson	John W. Robinson		C. A. Sutherland				
LEWISTON, 31,791.													
Journal (120)	14,206	.05	.05	Lewiston Journal Co.	A. G. Staples	A. G. Staples		H. L. Lord	H. L. Lord	B. H. Dingley	Edward Byrn		
†Sun (I) (96)	15,843	.04	.036	Lewiston Daily Sun, Inc.	Geo. W. Wood		N. W. Benner		L. B. Costello	H. W. Phillips	D. M. Minster		
PORTLAND, 69,272.													
Express (R) (E) (96)	28,400	.07	.053	Evening Express Pub. Co.	A. O. Elden	A. O. Elden	F. E. Philips	Wm. H. Dow	Wm. H. Dow	F. H. Drinkwater	L. F. Wallace	E. F. Stoneham	A. L. Merrill
Sunday Telegram edition (I)	28,734				T. J. Flaherty	T. J. Flaherty		Wm. H. Dow	Wm. H. Dow	F. H. Drinkwater	L. F. Wallace	E. F. Stoneham	A. L. Merrill
†Press-Herald (I) (E)	32,374	.08	.06	Guy P. Gannett	Harry M. Bigelow		N. T. Gordon	E. C. Bowler	E. C. Bowler	George W. Gibbs	E. C. Bowler, Jr.	Henry S. Beveridge	Frank K. Barnes
WATERVILLE, 13,351.													
†Sentinel (I) (J) (119)	5,882	.025	.025	Waterville Sentinel Pub. Co.	Frank W. Manson	Frank W. Manson	James E. McMahon						C. Ralph Fitch; E. R. Barton[1]

MARYLAND

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ANNAPOLIS, 11,214.													
Capital (D) (J)	2,400	.014	.014	Burleigh C. Fooks	Gordon Riggen				Burleigh C. Fooks				E. B. Redman; C. Felling[1]
BALTIMORE, 733,826.													
†American (m) (I) (E) *8 (6-68)	57,604		.15	John E. Cullen	C. M. Harwood	Wm. A. Thayer	Andrew Brashear	E. B. Redman		Jas. B. Morrow, Jr.; Jas. P. Needham	Vattier Snyder	Arthur Turner	E. B. Redman; C. Felling[1]
News (I) (E) (e) (121-39-16)	9,667	.35	.25	John E. Cullen	C. M. Harwood	R. C. McCabe	R. D. Steuart	T. F. McPherson		John Elmer	Vattier Snyder	Arthur Turner	
Sunday American	85,953		.25	John E. Cullen	C. M. Harwood	R. C. McCabe	R. D. Steuart	T. F. McPherson		John Elmer	Vattier Snyder	Arthur Turner	
			.25										
†Sun (m) (I) (E) *8 (160-113)	128,524		.30	The A. S. Abell Co.	J. H. Adams, A. M., & Hamilton Owens, P. M.	Stanley Reynolds, A. M.; J. Edwin Murphy, P. M.	Jesse Linthicum, A. M.; C. Bruce Ernest, P. M.	Paul Patterson	Wm. F. Schmick	W. K. Wall; J. Thomas Lyons[3]	Charles O. Reville	Henry Mochlman	Dorsey Warfield
Evening Sun	113,526	.40											
Sunday edition	176,151	.40	...										
Post (I) (3) (E)	56,824	.18	...	E. W. Scripps Co.	Harold D. Jacobs	Louis F. Keemle	R. B. Fleming	W. W. Hawkins	J. C. Flagg	Herbert Wyle	T. P. O'Conner	N. E. Fields	
CAMBRIDGE, 7,467.													
Banner (D) (none)	1,270	.008	.008	Webb & Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. Watson Webb	P. Watson Well		E. Cannon	P. W. Webb	Marion Hart; Grason Messick[1]
CUMBERLAND, 29,837.													
Times (D) (J) (67)	12,706	.05	...	Times & Alleganian Co.	Joseph B. Finan	Joseph B. Finan	Joseph B. Finan	Joseph B. Finan	Joseph B. Finan				
†News (41)	7,363	.03	...	Daily News Pub. Co.	W. W. Brown								
FREDERICK, 11,066.													
News (1) (J) (none)	4,007	.03	...	Great Southern Ptg. Co.	R. E. and W. T. Delaplaine		August T. Brust; J. L. C. Sunday	R. E. Delaplaine	W. T. Delaplaine	Wm. T. Delaplaine			W. S. Bennett
†Post (1) (J) (123)	3,294												T. A. Whitmore[1]
Combined daily	7,301												
HAGERSTOWN, 28,066.													
Globe (1) (J) (none)	2,561	.018	...	Globe Pub. Co.	Leonard D. Emmert								
†Herald (R) (J) (80)	4,047	.05	...	Herald Mail Co.	C. N. Baylor; J. A. Hawkins			S. E. Phillips		W. E. Patterson	F. D. Woltz	W. Stautman	Howard McCune
Mail (D) (J)	6,501												
Combined daily	10,548												

MASSACHUSETTS

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AMESBURY, 10,036.													
News (I-R) (J) (4) (d)	....	.018	...	Amesbury Pub. Co.	Edwin J. Graves	Edwin J. Graves	Frank F. Perry	Thomas F. Coffin	Thomas F. Coffin	Thomas F. Coffin			Ernest Coffin[2]

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MASSACHUSETTS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ATTLEBORO, 19,731.													
Sun (R) (J) (96)	5,122	.018	.021	John H. Vallette	Chas. C. Cain, Jr.	J. H. Vallette	Francis Feeney	J. H. Vallette	J. H. Vallette	H. A. Millard	Elden Berthold	Joseph Gilman	A. A. Penney; Robert F. Belcher[1]
AYER, 3052.													
News and Times (4)	1,023	.018	.018	News Ptg. Co.	Harry H. Lynch				John L. Kennison	John L. Kennison			John L. Kennison
BEVERLY, 22,561.													
Times (R) (106-107)	5,212	.036	...	Thomas Leavitt	Thomas Leavitt	Thomas Leavitt			Mortimer Berkowitz	Ray C. Mills			
BOSTON, 748,060.													
†Advertiser (m) (I) (E) (134-68-158)	109,921	.20	...	Edgar D. Shaw	T. V. Ranck		H. B. Metcalf			J. W. Kenney	T. R. Longcope		
Sunday edition	490,588	.70	...										
American (I) (J) (E) (121-39-16)	240,154	.50	.31	Barrett Andrews		Walter E. Howey	A. L. Southwick	C. H. Tobey	C. H. Tobey; J. J. Cremen[3]	M. S. Lunn	Thomas O'Brien		F. A. Wiggins
Christian Science Monitor (I) (J) (none)	85,999	.50	.30	Christian Science Pub. Society	Willis J. Abbot	Charles M. Stow	Paul S. Deland		Charles E. Jarvis	Norman S. Rose	George Warren Furbeck		Amos Weston; E. W. Estabrook[1]
†Globe (m) (E) (160-113-82)	121,791	.50	...	Globe Newspaper Co.									
Evening edition	154,071			W. O. Taylor			W. D. Sullivan	E. W. Preston		Edward Dunbar	Walter Hartwell	Wm. Carberry	
Combined daily	275,826												
Sunday edition	322,418	.45	...										
†Herald-Traveler (m) (R) (J) (E)	114,835	.35	.28										
*S (85-107)	117,802	.35	.28	E. W. Preston	R. L. O'Brien	Harold Wheeler	George Ryan		E. W. Preston	E. W. Preston	F. W. Worsley	J. J. Reilly	F. W. Parshley; H. Fletcher[1]
Sunday edition	112,380												
†News Bureau (J)													
Evening edition	10,263	.25	.25	C. W. Barron	C. W. Barron	H. M. Cole			Guy Bancroft	Guy Bancroft	T. F. Lyons		
†Post (m) (76-12) (I)	362,382	.60	.40	Edwin A. Grozier	Edwin A. Grozier					A. H. Marchant			
Sunday edition	366,782	.55	...										
Telegram (9)	144,861	.25	...	Frederick W. Enwright			Norton Pratt		Ralph Keller	K. J. Nixon	Geo. Desmond	Nathan Techan	
Transcript (I-R) (48-12)	31,343	.20	.16	Boston Transcript Co.	G. S. Mandell	G. S. Mandell	Frank C. Bowker	L. M. Hammond	L. M. Hammond	Wm. F. Rogers	L. M. Hammond, Jr.	J. A. Currier	F. O. Young
Saturday edition	48,405	.30	.30										
BROCKTON, 66,138.													
Enterprise (I) (none)	22,094	.065	.065	Enterprise Pub. Co.				A. H. Fuller			Frank Middleton		
Times (I) (119)	10,753	.045	.058	John D. Bogart	John D. Bogart	Charles A. G. Jackson	Frank McDermott	John D. Bogart	Wesley N. Churchill	Ernest W. Lawson	Wesley N. Churchill	Ernest W. Lawson	Wesley N. Churchill
CHELSEA, 43,184.													
Record (I) (none) (d)	2,920	.018	...	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie	R. D. McKay			Gladys G. Mills	P. H. Carroll		Benj. Zaiger
CLINTON, 12,979.													
Item (96)	2,764	.0125	...	W. J. Coulter	W. J. Coulter					W. J. Coulter			
FALL RIVER, 120,485.													
Globe (D) (96)	7,452	.03	.03	Fall River Globe Pub. Co.	Thomas McDonald	Thomas McDonald	Carlton Reynolds	Henry F. Nickerson	Ernest D. Lough	Wilfred Hamel; Ernest D. Lough[3]	James Meadowcroft	Wilfred Hamel	Alfred Prince
Herald (I) (115-116)	14,620	.045	.045		Edward D. Toohill		Edward J. Leary	Edward Gans		John P. Riley	James E. Hennessey	Charles P. Hathaway	
News (70)	5,847	.02	...	Almy & Milne	J. D. Milne								
FITCHBURG, 41,013.													
Sentinel (R) (J) (96)	11,191	.045	.029	Sentinel Printing Co.	George H. Godbeer	George H. Godbeer	Dennis T. Mulcahy		Frank C. Hoyt	F. B. Cressy	E. G. Wellington	E. G. Wellington	William R. Rankin; Frank C. Hoyt[1]
FRAMINGHAM, 17,033.													
News (I-R) (106-107) (d)	....	.021	.021	News Publishing Co.	C. J. McPherson	R. F. Duvey	R. F. Duvey		A. C. Benson	A. C. Benson	A. C. Benson		
GARDNER, 16,971.													
News (I) (none)	4,294	.024	.018	Walter E. Hubbard	Walter E. Hubbard	Walter E. Hubbard	Joseph K. Colton	S. W. Rogers	S. W. Rogers	S. W. Rogers	C. R. Carlson		W. C. Lamoureux
GLOUCESTER, 22,947.													
Times (I-R) (J) (115-116)	6,909	.03	.03	Gloucester Times Co.	Fred E. Smith	John Radcliff	John A. Radcliff	Edward E. Hicken	William A. Proctor	Wm. A. Murphy; Edward E. Hicken[3]	William A. Murphy	William A. Murphy	William A. Procter; William Bishop[1]
GREENFIELD, 15,462.													
Recorder (I) (J) (96)	3,241	.015	...	Greenfield Recorder Co.	John W. Haigis	John W. Haigis	Wm. P. Gorey	John W. Haigis	John W. Haigis	Edw. J. McHugh			James Hannah; John Strehle[1]
HAVERHILL, 53,884.													
Gazette (I-R) (96)	15,500	.04	.036	Haverhill Gazette Co.	G. B. Houston	Robt. L. Wright	William Heath	Robt. L. Wright	William J. Page	F. B. Fuller	Joseph Ferati	Albert Goodwin	
Record (Sunday only) (R) (J) (none)	12,890	.05	.05	Record Pub. Co.	Lewis R. Hovey	Lewis R. Hovey	Ray L. Horsch	Lewis R. Hovey	Lewis R. Hovey	N. W. Beane	W. R. Rich	N. W. Beane	C. N. Pingree[2]
HOLYOKE, 60,203.													
Telegram (21) (I) (J)	9,415	.03	.025	William T. Dillen	Thomas A. Dillen	Col. S. Chalmers	William S. Rathbun		William T. Dillen	Edward J. Kelley	Maynard Powers		Wm. A. McManus[1]
Transcript (I) (96)	3,109	.04	.036	William G. Dwight	William G. Dwight	Arthur Ryan	Michael O'Connor	William G. Dwight	Arthur Ryan	Miss C. T. Moriarty	Arthur Ryan	Miss C. T. Moriarty	Louis L. Hughes
HUDSON, 7,607.													
Sun (115-116)	1,631	.029	.021	Dustin S. Lucier	W. A. Pierson	William A. Pierson	William A. Pierson	D. S. Lucier	Howard W. Foster	Howard W. Foster	Joseph G. Christy	Joseph G. Christy	John Fahey
LAWRENCE, 94,270.													
†Eagle (D) (J) (21)	1,931	.06	.06	Hildreth & Rogers Co.	Geo. A. Mellen	J. A. O'Hearn & T. D. Mann	A. H. Rogers			C. T. Schuler; George A. Millar[3]	Frank Brailsford	David Kimel	W. W. Pedrick; John Rogan[1]
Tribune (see Eagle)	16,565												
Combined daily	18,478												
Times (none) (m)	7,654	.05	.043	Sun American Pub. Co.	Charles D. Mahoney	Charles D. Mahoney	Charles P. Mahoney	J. P. S. Mahoney	James J. Todd	James J. Todd	Oscar J. Stern		Mark Doyle
Sunday Sun	18,736												
Telegram (R) (96)	9,233	.05	.042	K. G. Colby and W. H. Bagley	Joseph McCarthy	Fred H. Ladd	Byron T. Butler			John J. McKoul	G. B. Galloway		Robt. Pedlow
LEOMINSTER, 19,744.													
Enterprise (R) (J) (96)	3,941	.023	...	Leominster Enterprise Co.	Nathan H. Gist	Nathan H. Gist		Walter N. Howe	Walter N. Howe	Walter N. Howe			Geo. S. Gibson[1]
LOWELL, 112,759.													
†Courier-Citizen (I) (21)	16,979	.06	.06	Courier Citizen Newspaper Co.	Philip S. Marden; Sidney B. Fleet	Robert F. Marden		Harry R. Rice	W. G. Spence	S. F. Whipple	A. E. Holdsworth		
Leader (I) (21)	4,717					A. L. MacKinnon		Harry R. Rice	W. G. Spence	S. F. Whipple	A. E. Holdsworth		
Combined daily	21,696												
Sun (90)	19,183	.06	.06	John H. Harrington	Edward J. Gallagher								
Telegram (Sunday only) (I) (142-5)	17,811	.05	...	B. S. Pouzzner	John A. Lamberton	John A. Lamberton	John A. Lamberton	B. S. Pouzzner	B. S. Pouzzner	Thomas R. Atkinson		Roger J. Lang	James J. Cronin
LYNN, 99,148.													
Item (R) (96)	16,498	.04	.04	Hastings & Sons, Pub. Co.	Charles H. Hastings	Harold D. Valpey	Albert A. Pashby	Charles H. Hastings	Charles H. Hastings	Charles H. Hastings	Charles H. Hastings	Everet E. Condon	
Telegram-News (m) (D) (9)	17,004	.05	.04	Frederick W. Enwright		Edw. C. McAdams	Clarence L. Moody		Eugene L. Flynn	Wm. E. Buckingham	George Desmond	John E. Lynch	Fred H. Twomey
Sunday edition	16,972												
MALDEN, 49,103.													
News (R) (none) (d)	9,170	.03	...	Malden Evening News, Inc.	F. A. Bayrd	F. A. Bayrd	David P. Rossiter	F. A. Bayrd	F. A. Bayrd	F. A. Bayrd	F. A. Bayrd	F. A. Bayrd	Geo. Paquet
MARLBORO, 15,028.													
Enterprise (R) (115-116)	3,645	.021	.021	Dustin S. Lucier	Dustin S. Lucier	Robert Wilcox	Robert Wilcox			Oscar Zettler	George Dolan	Louis McNiff	John Fahey
MELROSE, 18,204.													
News (R) (none) (d)	....	.018	.018	F. A. Boyrd	Samuel Sayward	Samuel Sayward	Samuel Sayward	Samuel Sayward	Samuel Sayward	Samuel Sayward	M. A. Kenah	M. A. Kenah	G. Pacquer
MILFORD, 13,471.													
News (106-107) (d)	....	.014	...	Milford Daily News Co.	William D. Leahy								
NEW BEDFORD, 121,217.													
†Mercury (I) (E) (none)	7,447	.08	.071	Mercury Pub. Co.	Zephaniah W. Pease	Zephaniah W. Pease	Lincoln G. Sowle	Benjamin H. Anthony	Arthur G. Luce	James T. Murray	Arthur G. Luce	Theobald M. Healy	Charles H. Vinal
Standard (R) (m) (E) (none)	24,987			E. Anthony & Sons, Inc.	Cooper Gaw	George A. Hough	Geo. A. Hough, Jr.	Benjamin H. Anthony	James T. Murray	James T. Murray	Austin B. Croshere	Theobald M. Healy	Charles H. Vinal
Combined daily	32,425	.08	.063										
Sunday edition	26,253												
Sun	7,880	.035	.03	John Lysle	A. B. Sherman	A. B. Sherman	C. E. Richmond	John Lysle	Theodore Edson	J. Kelly	Theodore Edson	J. A. Kelley	G. Bellinoit; C. A. Blake[1]
NEWBURYPORT, 15,618.													
News (R) (J) (115-116)	5,432	.025	.025	News Publishing Co.	Fred E. Smith	Fred E. Smith	James E. Mannix	Ed. E. Hicken	Ed. E. Hicken	Arthur W. Maynard; Ed. E. Hicken[3]	Harrison F. Smart		Nathan D. Rodegrass; Calvin Lawyer[1]
NORTH ADAMS, 22,282.													
Herald (I) (115)	3,123	.017	.017	Thomas A. Haggerty	Thomas A. Haggerty								
Transcript (I) (96)	9,209	.03	.028	A. W. Hardman	James A. Hardman		Matthew F. Maughton	James A. Hardman		Charles Gatslick	David T. Williams		
NORTH ATTLEBORO, 9,238.													
Chronicle (R) (J) (none)	2,040	.012	.012	N. Attleboro Chronicle Co.	Joseph W. Martin, Jr.	Joseph W. Martin		Joseph W. Martin	Joseph W. Martin	Chas. F. Martin	Wm. Kittredge	Grace Ward	Elmer Bigwood

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
NORTHAMPTON, 21,951.													
[illegible] (R) (none)	6,510	.023	.02	H. S. Gere & Sons, Inc.	Joseph M. Lyman	Joseph M. Lyman	Joseph M. Lyman	H. W. De Rose	H. W. De Rose	H. W. De Rose	H. W. DeRose	H. W. De Rose	Thos. F. Flynn

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
NORTHAMPTON, 21,951.													
Hampshire Gazette (R) (none)	6,510	.023	.02	H. S. Gere & Sons, Inc.	Joseph M. Lyman	Joseph M. Lyman	Joseph M. Lyman	H. W. De Rose	H. W. De Rose	H. W. De Rose	H. W. DeRose	H. W. De Rose	Thos. F. Flynn
PITTSFIELD, 41,751.													
Berkshire Eagle (I-R) (none)	16,007	.035	.027	K. B. Miller	Dennis L. Haylon	K. B. Miller	Clarence Crandall	K. B. Miller	K. B. Miller	Frank W. Couch	George Fisher		Roy M. Powell
QUINCY, 47,876.													
Patriot-Ledger (none)	7,126	.029	.029	Geo. W. Prescott Pub. Co., Inc.	Oscar L. Stevens	Oscar L. Stevens	Geo. T. Magee		Everett B. Harvey	Everett B. Harvey	Everett B. Harvey		Everett B. Harvey
Telegram (32)	....	.018	...	W. G. Spargo	J. D. Smith				W. G. Spargo				
SALEM, 42,529.													
News (I-R) (96)	20,211	.07	.07	Salem News Pub. Co.	E. K. Titus		Willard B. Porter	Harry E. Flint	Harry E. Flint	Harry E. Flint	Willis S. Perry	W. S. Perry	John B. Tivnan
SPRINGFIELD, 129,563.													
News (see Republican)	39,626	.15	.15	Richard Hooker	Waldo L. Cook	Howard K. Regal	William H. Walsh	Sherman H. Bowles	Arthur H. Yunker	James E. Welch	Raymond H. Beach	Robert J. Ford	
†Republican (m) (I) *S (76)	20,556	.15	...										
Combined daily	60,182												
Sunday edition	24,359	.15	.15										
†Union (m) (R) (E) (120) (Ev. ed.)	37,168			George von L. Meyer, Pres.	Maurice S. Sherman	Maurice S. Sherman	William M. Hatch	George Von L. Meyer	Henry N. Bowman	H. Frederick King	John Nolan	Francis Jackson	Carl Withe
Evening edition	27,615	.10	...										
Combined daily	64,783												
Sunday edition	33,291												
SOUTHBRIDGE, 14,200.													
News	1,552	.021	.014	William A. Niland	F. C. Henderschott	F. C. Henderschott	William A. Niland	William A. Niland	F. C. Henderschott	Joseph E. Walsh; Wm. A. Niland[3]	Joseph Lepain	Joseph F. Walsh	Armand A. Belisle
STONEHAM, 7,873.													
Enterprise (R) (J) (4) (d)	....	.018	.018	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	John S. Lewis	Francis A. Jackson	John S. Lewis[2]
TAUNTON, 37,137.													
Gazette (I-R) (96)	8,289	.03	.025	William Reed & Sons, Co.	George D. Guthrie	William H. Reed	Clifford L. King	William H. Reed	William H. Reed	William H. Reed	Robt. W. MacGlashing	G. Donald Guthrie	
WAKEFIELD, 13,025.													
Item (I) (J) (none)	2,718	.015	.015	Harris M. Dolbeare	Harris M. Dolbeare	Gardner E. Campbell		Gardner E. Campbell		Gardner E. Campbell	Mary L. Hurley	L. Belle Woodward	Paul W. Mortimer[2]
WALTHAM, 30,915.													
Free Press-Tribune (none)	4,050	.025	.018	Waltham Pub. Co.				John A. McCarthy					
News (R) (J) (98)	....	.02	.018	Albert Perkins Langtry	Albert Perkins Langtry	Edwin A. Lowe			A. T. Skakle	Roy Conner; Herman Hoelscher[3]	John McGuire		Fred J. Rock; F. W. Gray[1]
WOBURN, 16,574.													
Times (I) (J) (96) (d)	3,450	.018	...	James D. Haggerty	James D. Haggerty	James D. Haggerty	James D. Haggerty	James D. Haggerty	James D. Haggerty	William B. Howe	William B. Howe	William B. Howe	Joseph McGann[2]
WORCESTER, 179,754.													
Post (I) (96)	26,054	.08	.075	John H. Fahey	Geo. T. Richardson	Clarence L. Wilson	William J. Larkin	James J. Conroy	James J. Conroy	John J. Sullivan, Jr.	Joseph H. Powers	Wm. G. DeRossett	Eugene F. Sweeney
Gazette (see Telegram)	40,108	.21	...	Theo. T. Ellis	Roland F. Andrews	J. De Wolf	Nichols Skerritt	Walter L. Thomas	Charles H. Morse	B. L. Woodbury	E. D. Dolhenty	Louis Sanders	Frank Ellis
†Telegram (m) (I-R) (E) (13)	39,336	.15	...	Walter L. Thomas (Asst.)		E. Irwin	Clinton Rowe						
Combined daily	79,444												
Sunday edition	46,539												

MICHIGAN

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ADRIAN, 11,878.													
Telegram (I) (none)	9,634	.035	.042	Stuart H. Perry	Stuart H. Perry	J. D. Gray	Dana Beardsley		L. B. Oberlin	L. B. Oberlin	Fred Meyerhuber	Alice M. Bovee	
ALBION, 8,354.													
Recorder (J) (106-126)	2,407	.018	.018	Recorder Press Co.	W. S. Kennedy	R. T. Baldwin	Mark Fall	W. S. Kennedy	J. A. Baldwin	J. A. Baldwin; W. S. Kennedy[3]	J. A. Baldwin	W. S. Kennedy	P. J. Church[2]
ALPENA, 11,101.													
News (I) (145)	3,109	.025	.025	Alpena News Pub. Co.	John E. Richards		C. A. Lawrence	Thos. J. Ferguson	Thos. J. Ferguson	Thos. J. Ferguson	Thomas J. Ferguson	Thomas J. Ferguson	Adelore Fortin
ANN ARBOR, 19,516.													
Times-News (I) (78-89)	8,183	.035	.035	Booth Publishing Co.		R. Ray Baker	George McCallum	C. H. McKinley	C. H. McKinley	Charles M. Greenway, Jr.	John R. MacDonald		L. S. Lockwood
BATTLE CREEK, 36,164.													
Enquirer & News (m) (I) (151-2)	11,685	.045	.045	A. L. Miller	A. L. Miller	P. A. Martin	L. C. Sheehan	A. L. Miller	A. C. Pfander	J. A. Allen	A. C. Pfander	W. C. Melville	
Sunday edition	8,807												
Moon-Journal (I-R) (126-106)	11,267; 7,193	.025	.02	Moon-Journal Pub. Co.	Geo. B. Dolliver	Geo. B. Dolliver	Earl L. Wickwyre	Nelson E. Conine	Nelson E. Conine	Richard T. Allan	J. H. Vaxter	M. I. Shafer	Harold Watts
BAY CITY, 47,554.													
Times-Tribune (I) (78-89)	16,997	.06	.06	Booth Pub. Co.	W. H. Gustin	W. H. Gustin	Joseph Kerr		S. G. Armstrong	A. J. Simpson	F. Rouse		
BIG RAPIDS, 4,558.													
Pioneer (I) (J) (106-126)	2,141	.015	.015	Wells F. Harvey	Wells F. Harvey	R. L. Lorraine	Earle T. Maltby	Wells F. Harvey	Wells F. Harvey	W. B. Lewis; H. Edmund Shear			E. P. Mather[1]
CADILLAC, 10,390.													
News (I-R) (J) (106-126)	3,527	.025	...	Cadillac Pub. Co.	Felix M. Church	Felix M. Church	M. M. Van Valkenburgh	Felix M. Church	M. O. Straight	M. O. Straight; W. M. Lyon	Raymond Avery	F. M. Berry	Clarence Huntley[1]
CALUMET, 22,379.													
News (R) (115-116) (d)	2,536	.016	.016	Mining Gazette Co.	Chester J. Prideaux				William M. Lyon				
CHEBOYGAN, 5,642.													
Tribune (I) (J) (mer.) (none) (106-126)	3,082	.025	.025	Tom. Fuller	Tom Fuller	Tom Fuller	Tom Fuller	Tom Fuller	Tom. Fuller	W. A. Bryant; Tom Fuller[3]	L. Geyer	Amelia Taylor	Geo. Gardner[2]
COLDWATER, 6,114.													
Reporter (98-117)	3,280	.02	...	Horace Kitchel Estate, Pub.	Harry D. Lansing								
DETROIT, 993,678.													
†Free Press (m) (I-R) (E) *S (146)	163,981	.28	...	Detroit Free Press	W. B. Lowe, Mg. Dir.	Phil. J. Reid	Arthur C. Bowman	W. H. Pettibone		Otis Morse; W. B. Lowe[3]	E. R. Hatton	W. W. Murdoch	A. H. Stewart; A. H. Wonnacott[1]
Sunday edition	212,108	.35	...										
News (m) (I) *S (mer.) (78-89)	271,386	.45	.33	Eve. News Asso.	George E. Miller	Malcolm W. Bingay	Henry O. Weitschat	H. S. Scott	H. Ponting	H. C. Paterson; W. H. Moore[3]	James Montgomery	Lewis C. Hanmer	John Tracy "Booster" Editor[1]
Sunday edition	258,136	.45	.28										
Saturday Night	27,842	.20	.15	Detroit Saturday Night Co.	H. M. Nimmo	N. H. Bowen	D. M. Haden		A. H. McKeown		C. A. Currie		
Times (m) (I-D) (E) (mer.) (106-107)	189,952	.38	...	William R. Hearst	H. M. Bitner	J. A. Mulcahy	A. B. Ogle	Clarence R. Lindner	Clarence R. Lindner	W. E. Anderman	C. H. Hatcher	C. Plunkett	Clarence R. Lindner
Sunday edition	186,153												
DOWAGIAC, 5,440.													
News (I) (J) (106-126)	2,027	.017	.012	Dowagiac Daily News Co.	Ross H. Coller	Harry H. Whiteley		H. H. Whiteley		Karl J. Easton; H. H. Whiteley[3]	Karl Easton		Leonard Bright[1]
ESCANABA, 13,103.													
Mirror (none) (d)	....	.014	...	S. H. Collins & I. G. English	Floyd C. Preston								
†Press (m) (R) (J) (106-126)	5,210	.025	.025	Escanaba Morning Press Co., Inc.	John P. Norton	John P. Norton	Hal K. Rammel	John P. Norton	L. A. Stade	Walter H. Holreth	F. J. Byrne	E. A. Doyle	C. E. Johnson; C. A. Johnston
Sunday edition	5,210												
FLINT, 91,599.													
Journal (I) (78-89)	33,254	.10	.085	Booth Pub. Co.	J. R. Taylor	Geo. Perry	Roy Lawrence	J. R. Taylor		Lester G. Karr; Mildred Murphy[3]	R. W. Taylor	Lester G. Karr	Geo. Crammond
GRAND RAPIDS, 137,634.													
†Herald (m) (R) (I) (E) S (146)	33,638	.09	.05	Arthur H. Vandenberg	Arthur H. Vandenberg	Frank M. Sparks	John M. Kelley	A. H. Vandenberg	C. J. Toot	J. C. Van Norman	C. J. Toot		
Sunday edition	27,554												
Press (I) (78-89)	83,536	.16	...	Booth Pub. Co.	Edmund W. Booth	A. W. Stace	Bert Post	Edmund W. Booth	E. J. Slemons	H. C. Conlon; L. F. Hodgins[3]	Ted Booth	Albert Lockart	E. Haldaman
GREENVILLE, 4,304.													
Call (R) (none) (d)	1,260	.007	.007	W. B. Wells	W. B. Wells	W. B. Wells							E. Widenhoffer; T. J. Prince[1]
HANCOCK, 7,527.													
Copper Journal (I) (J) (41-71)	2,893	.025	.025	Hancock Journal Co.		Albert S. Ley	Charles F. Rogers	Albert S. Ley		Jas. H. Gill	W. Steffins		
HILLSDALE, 5,476.													
News (I) (1)	4,642	.025	.018	Harvey J. Burgess	Harvey J. Burgess	Harvey J. Burgess	C. A. Manning	Harvey J. Burgess	Harvey J. Burgess	Maurice C. Burnham	Eugene H. Crum	Eugene H. Crum	Elmer E. Frechette
HOLLAND, 12,166.													
Sentinel (none)	....	.018	...	Holland Sentinel Pub. Co.	Arnold Mulder				Frederick Slag	Frederick Slag	Frederick Slag	Frederick Slag	A. M. Galentine

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]Designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MICHIGAN—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
HOUGHTON, 4,456.													
†Mining Gazette (m) (R) (J) (115-116)	6,321	.02	.02	Mining Gazette Co.	M. W. Youngs			John R. Pimlott					
Sunday edition	6,321												
IONIA, 6,935.													
Sentinel-Standard (J) (106-126)	3,019	.02	.014	Est. of J. H. Kidd	Fred McC. Kidd	Fred Mc. Kidd				Dwight Whipple	Jennie Ashby		F. T. Stevenson[3]
IRON MOUNTAIN, 8,251.													
News (I) (106-126)	2,887	.02	.018	Iron Mt. Pub. Co.	Frank J. Russell	T. J. Masterson	T. J. Masterson	Frank J. Russell	Wm. F. Russell	Wm. F. Russell	J. E. Patterson	William F. Russell	William F. Russell; Paul Gingrass
IRONWOOD, 15,739.													
Globe (I-R) (151-116)	4,001	.03	.025	Globe Pub. Co.	Howard A. Quirt	Howard A. Quirt	W. C. Janson		Linwood I. Noyes	Siegel Mayer; J. Nyberg[3]	Ed. Verhelst		
JACKSON, 48,374.													
Citizen Patriot (m) (I) (78-89)	22,122												
Saturday	17,163	.06	...	Booth Pub. Co.	B. M. Wynkoop	Geo. W. Scotford	Charles A. Irrkey	B. M. Wynkoop	Jos. E. Noll	Jos. E. Noll	L. H. Kimball	Everett Kronlund	
Sunday edition	21,001												
†News (m) (106-107) Tues. and Fri.	14,576												
Wed., Thurs. and Sat.	10,604	.04	...	Jackson News Publishing Co.	E. W. Barber								
Sunday edition	10,032												
KALAMAZOO, 48,487.													
Gazette (m) (I) (78-89)	25,958	.07	...	Booth Pub. Co.		Jack K. Walsh	Lowell Plasterer		B. D. Smith	F. L. Boyden	C. M. Austin	Elmer Wiggington	Clare Close
Saturday	22,250												
Sunday edition	25,214												
LANSING, 57,327.													
Capital News (I) (100-138)	7,232	.035	...	Capital News Pub. Co.	C. Donald Call	H. R. Palmer		C. Donald Call	B. D. Smith	Arthur L. Francis; B. D. Smith[3]	H. R. Reed		W. B. Oliver
State Journal (115-116)	31,207	.08	...	State Journal Co.	F. A. Van Fleet	F. A. Van Fleet	K. Park	C. N. Halsted	A. E. Richardson	H. J. Baker	H. A. Wooten	H. J. Baker	A. M. Jullien
LUDINGTON, 8,810.													
News (m) (I) (145)	3,857	.025	.015	Ludington D. News, Inc.	G. H. D. Sutherland			G. H. D. Sutherland		C. A. Sutherland	Miss Mary C. Cranley		
Sunday edition	3,574												
MANISTEE, 9,690.													
News-Advocate (I) (106-126)	3,314	.02	.02	Harry W. Musselwhite	Harry W. Musselwhite	Harry W. Musselwhite	Clarence V. Smazel	Harry W. Musselwhite	Wm. E. Smith	Maurice E. Olsen; William E. Smith[3]	Harry Larson	Wm. E. Smith	Wm. C. Schimke
MARQUETTE, 12,718.													
†Mining Journal (I) (J) (98-117)	6,769	.03	...	Mining Journal Co., Ltd.	Frank J. Russell	E. A. Moore	E. A. Moore		Leo. G. Brott	Leo. G. Brott	A. W. Urbach		A. J. Riopelle; Edward McCarthy[1]
MARSHALL, 4,270.													
Chronicle (I) (106-126)	2,579	.02	.012	J. M. Moses & Son	J. M. Moses & Son	J. M. Moses	P. J. J. Higgins	F. R. Moses	F. R. Moses	Miss Louise Chapman; F. R. Moses[3]	M. M. Page	Miss Virginia Rowley	W. S. McKiver
MENOMINEE, 8,907.													
Herald-Leader (R) (J) (none)	3,584	.021	.021	Herald Leader Co.	R. M. Andrews	B. W. Donnell	John Acker		P. C. Munroe	R. L. Thorpe	C. Chevalier	L. MacFarland	Frank Krause[2]
MONROE, 11,573.													
News (I) (J) (106-126)	4,711	.03	.03	Monroe Eve. News Co.	C. A. French								
MT. CLEMENS, 9,488.													
Leader (I) (4)	3,500	.03	.025	Leader Press Co., Ltd.	F. N. Price	S. N. Price	Louis Richards	S. N. Price		S. N. Price			Clarence Thielk
MUSKEGON, 36,570.													
Chronicle (78-89)	15,124	.045	.014	Booth Pub. Co.	A. E. Boswell	Archie E. McCrea	Archie Gunn	A. E. Boswell	A. E. Boswell	Fred Lausanne	H. M. Earle	M. Schillaci	Wm. W. Bristol
NILES, 7,311.													
Star-Sun (106-126)	2,817	.02	...	Star-Sun Pub. Co.	T. J. Tormey	T. J. Tormey	Miss Anna McBride	T. J. Tormey	T. J. Tormey	F. D. Cook	David Bennett	Miss Grace McBride	L. B. Voke
OWOSSO, 12,575.													
Argus-Press (I) (115-116)	6,571	.025	.017	Argus-Press Co.	J. E. Campbell	J. E. Campbell		J. Evens Campbell		Ray E. Gardner; J. E. Campbell[3]	Arthur Raymond		Clare Brewster
PETOSKEY, 5,064.													
News (R) (J) (106-116)	1,667	.02	.025	Churchill Ptg. Co.	H. Lee North	D. H. Hinkley	H. Lee North	C. Edson Garvin and H. B. Lee	C. E Garvin and H. B. Lee	H. B. Lee	H. B. Lee	H. B. Lee	C. E. Garvin[3]
PONTIAC, 34,273.													
Press (I) (none)	15,486	.05	.05	Pontiac Press Co.	Harry Y. Fitzgerald			Harry Y. Fitzgerald	Harold A. Fitzgerald	Russel Bassett[3]	Kenneth Butler		
PORT HURON, 25,944.													
Times-Herald (I) (1)	17,120	.06	.04	E. J. Ottaway and L. A. Weil	Louis A. Weil	Geo. M. Hunter	Geo. M. Hunter	E. J. Ottoway	D. G. Allen	Geo. A. Ashpole; O. G. Allin[3]	J. L. Doolittle		Donald McQueen
SAGINAW, 65,648.													
News Courier (m) (I) (78-89)	24,105	.07	.05	Booth Pub. Co.	A. R. Treanor	M. A. Gorman	R. T. McMillen	A. R. Treanor		M. C. Hinkin; P. C. Campbell[3]	J. P. Kincaid		
Sunday edition	22,573												
Star	6,507	.035	.03	Saginaw Evening Star Co.	Edwin A. Goodwin	Edwin A. Goodwin	Clarence M. Busch	Edwin A. Goodwin	K. H. Canright	Harry C. Shute	R. E. Treen	H. C. Shute	John C. Distler
SAULT STE. MARIE, 12,096.													
News (I-R) (J) (none)	4,290	.025	.021	Sault News Prt. Co.	George A. Osborn	Norman H. Hill	J. P. Chandler	Norman H. Hill	Norman H. Hill	Charles Zylstra	C. M. Smith	Charles Zylstra	T. J. Watchorn; C. R. Moran[1]
ST. JOSEPH, 7,251.													
Herald-Press (I-R) (106-116)	3,472	.02	.015	Herald-Press Co.	Rex Wynkoop	Rex Wynkoop	D. N. Wheeler	Willard Brewer	Willard Brewer	Wm. Kuschel; Nelson Foulkes[3]	Nelson Foulkes	Nelson Foulkes	Lou Wille
SOUTH HAVEN, 3,829.													
Tribune (I) (J) (106-116)	725	.015	.015	Tribune Co.	C. O. Monroe			C. O. Monroe		T. M. Sawyer	E. M. Bratton		G. Stedman; Hugh R. Hemenway
STURGIS, 5,995.													
Journal (I) (J) (106-116)	3,004	.02	.015	Mark P. Haines	Mark P. Haines	A. C. Sleight	J. P. Linder	Mark P. Haines	J. Fred Mayer	J. Fred Mayer		Mrs. A. C. Sleight	L. A. Good[2]
THREE RIVERS, 5,209.													
Commercial (I) (J) (106-116)	2,506	.02	.02	Wm. H. Shumaker	Wm. H. Shumaker		Charles C. Cain	Wm. H. Shumaker		J. H. Wagner			L. C. Besley
TRAVERSE CITY, 10,925.													
Record Eagle (I) (106-116)	5,104	.03	.014	Austin C. Batdorff	Lew A. Holliday	Austin C. Batdorff	Jay P. Smith	Austin C. Batdorff	Austin C. Batdorff	W Gordon Williams; Austin C. Batdorff	Harold Perkett	M. Kistler	M. E. Fuller; Fred Dawson[1]
YPSILANTI, 10,433.													
Ypsilantian-Press (I-R) (J) (106-116)	2,694	.02	...	Geo. C. Handy	Geo. C. Handy	Geo. C. Handy	H. C. Carr		T. O. Huckle	T. O. Huckle	Erwin Kleinert	T. O. Huckle	F. A. Bryce[1]

MINNESOTA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBERT LEA, 8,056.													
Tribune (R) (J) (145)	4,045	.03	.03	Albert Lea Pub. Co.	Burt May	L. S. Whitcomb	L. S. Whitcomb	L. S. Whitcomb	L. S. Whitcomb	F. A. Gordon			S. O. Simonson[2]
AUSTIN, 10,118.													
Herald (I) (none)	2,667	.021	.018	Herald Pub. Co.	John H. Skinner	Arnold Daane		H. E. Rasmussen	F. C. Ulmer	Wallace Tollifson	Clarence Readell	Geraldine Rasmussen	
BEMIDJI, 7,086.													
Pioneer (I) (J) (E) (145)	....	.025	.02	Bemidji Pioneer Pub. Co.	A. J. Wiltse	A. J. Wiltse	J. D. Winter		A. J. Wiltse	Fred Frazer			Louis Rude[2]
CROOKSTON, 6,825.													
Times (I) (J) (145)	3,037	.025	.025	Crookston Times Ptg. Co.	W. E. McKenzie	W. F. McKenzie	D. A. McKenzie	E. W. Robbins	E. W. Robbins	E. W. Robbins	A. McKinnon	A. McKinnon	Geo. Charboneau; E. W. Robbins[1]
DULUTH, 98,917.													
Herald (E) (13)	38,502	.13	...	M. F. Hanson	Stillman Bingham	W. T. Thompson	J. A. Stuart	M. F. Hanson	Wm. F. Henry	Wm. F. Henry	Geo. T. Hunter	P. J. Robinson	J. L. Dorsey
†News-Tribune (m) (R) (E) (120-54)	18,226	.05	...	J. E. Rockwell	J. E. Rockwell	Charles R. Adams	Fred H. Weinburg	R. P. Handy	R. D. Handy	J. H. Jordan	B. Knight	S. Gotkin	W. Sheehan
Sunday edition	25,494	.08	...										
FAIRMONT, 4,630.													
Sentinel (D) (J) (4)	2,650	.026	.021	Sentinel Pub. Co.	Frank A. Day	H. S. Fairley	Arthur M. Nelson	A. M. Nelson	Ward Pfiffener	F. L. Whitney; Am. Press Ass.[3]	L. B. Derby	F. L. Whitney	Frank V. Burdick; B. F. Bird[1]
Independent (none) (31)	2,603	.016	...	A. L. Ward-Independent Pub. Co.	Ward Pfiffner	Ward Pfiffner	Stanley Speir	A. L. Ward		F. D. Corey	Mrs. B. K. Ream	F. D. Corey	J. T. Welch[2]
FARIBAULT, 11,089.													
News (I) (J) (145)	3,195	.025	.02	Howard Bratton		Einar Hammer				H. G. Savoie	Leonidas St. Martin		E. H. Lidstrand[2]
FERGUS FALLS, 7,581.													
Journal (R) (J) (none)	4,545	.03	.03	W. L. Robertson	R. J. Underwood		John O. Kykyri		E. O. Boen		J. L. Grollmund		
HIBBING, 15,089.													
Tribune (R) (J) (130-100A)	3,604	.03	.03	R. W. Hitchcock	G. W. Fisher	R. W. Hitchcock	G. W. Fisher	J. G. Early	J. G. Early	L. Feltman	Fred O'Hara		Fred Handcock

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
HIBBING, 15,089.													
Tribune (R) (J) (130-100A)	3,604	.03	.03	R. W. Hitchcock	G. W. Fisher	R. W. Hitchcock	G. W. Fisher	J. G. Early	J. G. Early	L. Feltman; Paul Hitchcock[3]	Fred O'Hara		Fred Handcock; C. Luson[1]
News (m) (I) (J) (4)	2,870	.018	.018	Marc Atkinson	Claude M. Atkinson	Marc Atkinson		Marc Atkinson	T. McHugh		A. E. Joy		Albert Heitman[1]
Sunday edition	2,870	.018	.018										
INTERNATIONAL FALLS, 3,448.													
Journal (130)	1,087	.015	...	C. B. Montgomery	C. B. Montgomery								
LITTLE FALLS, 5,500.													
Transcript (R) (J) (130-100A)	1,837	.02	.02	Transcript Pub. Co.	Ed. M. LaFond	Ed. M. LaFond	Verne Joslin		Geo. L. Johnson	Geo. L. Johnson			Gus. T. Larson[3]
MANKATO, 12,469.													
Free Press (R) (J) (111)	5,734	.04	.02	Free Press Co.	J. E. Reynolds			C. R. Butler	M. D. Fritz	Rolf G. Julsrud	M. D. Fritz	Rolf Julsrud	Elmer Glenn[1]
MINNEAPOLIS, 380,582.													
Journal (m) (I-R) (E) *S (103)	108,711	.20	.16	Herschel V. Jones	H. V. Jones	George H. Adams	Neil Swanson	William S. Jones	W. S. Jones	W. F. Johns; T. N. Williams[3]	G. B. Bickelhaupt	E. A. Vincent	W. H. Webster
Sunday edition	138,089	.25	...										
†Tribune (m) (R) (E) *S (143-104-95)	71,882												
Evening edition	72,293	.28	...	Frederick E. Murphy	Frederick E. Murphy	Thomas J. Dillon			E. P. Stewart	W. McK. Barbour; Willis Williams[3]	J. E. Medley	P. M. Hughes	J. E. Murphy
Combined daily	144,175	.30	...										
Sunday edition	173,802		...										
Star (I) (E) (8)	55,972	.12	...	John Thompson	W. C. Robertson	R. E. Austin	Oliver Morris		John Thompson	Winn J. Elier	W. D. Parsons		Chester Jorginson
MONTEVIDEO, 4,419.													
American (none) (d)	1,600	.014	...	L. E. Mills	L. E. Mills								
MOORHEAD, 5,720.													
News (130)	....	.01	...	Moorehead News Co.									
OWATONNA, 7,252.													
†People's Press (m) (I) (J) (130-100A)	2,534	.025	.025	Benj. E. Darby	Geo. F. Darby	Geo. F. Darby	M. H. Farr and Vic Whener	Benj. E. Darby	Benj. E. Darby	Wm. H. Darby	Wm. H. Darby	Wm. H. Darby	Harry B. Darby[2]
Sunday edition	2,534												
RED WING, 8,637.													
Eagle (I) (J) (none)	1,850	.021	.021	Daily Eagle Pub. Co., Inc.	N. P. Olson	Aug. H. Olson	Aug. H. Olson	N. P. Olson	N. P. Olson	Aug. H. Olson	Fred H. Olson	E. H. Freen	John Jaquith
†Republican (m) (130)	525	.025	.025	Red Wing Ptg. Co.	Jens K. Grondahl			Jens K. Grondahl					
Evening edition	2,317												
ROCHESTER, 13,722.													
Bulletin (I) (98-5)	4,894	.025	.017	Bulletin Pub. Co.	H. H. Witherstine		C. J. Reiter	G. S. Witherstine	Claude McQuillan	S. C. Jacobs			
Post & Record (R) (J) (130)	5,002	.025	.025	Blakely Printing Co.	A. W. Blakely	Clare W. Blakely	R. R. Baker	Clare W. Blakely	Clare W. Blakely	C. E. Thomas	George Rowe	C. E. Thomas	P. J. Thelsen; James D. Winters[1]
ST. CLOUD, 15,873.													
Journal-Press (R) (none)	4,362	.025	.021	Journal-Press Co.	Alvah Eastman	Alvah Eastman	Peter M. Weyrens	J. F. Gaspard	J. F. Gaspard	J. F. Gaspard	Edw. Hedlund	Edw. Hedlund	L. G. Gaspard
Times (I) (130-100A)	4,356	.025	.025	Times Publishing Co.	Fred Schilplin	Fred Schilplin				C. Harold Gustavson			Joseph Hick
ST. PAUL, 234,680.													
Dispatch (I) (E) (103)	84,715	.28	.245	C. K. Blandin	H. T. Black	H. R. Galt	L. L. Perrin	J. M. Riegel	A. J. McFaul	A. J. McFaul; R. B. Liggett[3]	W. E. Sherlock	Earle M. Dempsey	D. B. Donnelly
†Pioneer-Press (m) (I) (E) (103)	70,449												
Combined daily	155,164												
Sunday edition	138,974	.28	.245										
News (m) (I) (J) (62-2-64)	74,799	.16	.11	N. W. Reay	Howard Kahn		C. D. Johnston		W. H. Neal	M. W. Thompson; C. D. Bertolet[3]	T. H. Holvik	G. F. LaVelle	J. J. Holley[1]
Sunday edition	50,964												
Reporter (I) (J) (98-5)	4,713	.025	...	Daily Rep. Co., Inc.	E. L. Ogilvie	W. M. Fisk	Chas. Burnley	E. L. Ogilvie	E. L. Ogilvie	E. L. Ogilvie	J. L. Johnson		F. A. Wiegand[3]
STILLWATER, 7,735.													
Gazette (R) (J) (none)	1,524	.018	.018	Easton & Masterman Co.	W. E. Easton & W. C. Masterman	W. E. Easton	Roy Westland	Ned Easton	Ned Easton	Ned Easton	Ned Easton	Ned Easton	J. M. Niederer[2]
VIRGINIA, 14,022.													
Enterprise (I-R) (130-100A)	2,762	.025	.025	Enterprise Ptg. & Pub. Co.	Elbridge C. Smith	Elbridge C. Smith	D. J. McIver	Elbridge C. Smith	Elbridge C. Smith	E. H. Wilk; S. C. Theis Co.[3]	A. J. Heath	Vivian Swanson	E. T. Frederick
WINONA, 19,143.													
Republican-Herald (I) (J) (98-5)	10,319	.04	.04	Republican-Herald Pub. Co.	H. G. White		M. B. Wise		F. J. Rucker	Lloyd S. Belville; F. J. Rucker[3]	H. G. Hymes	Maxwell H. White	

MISSISSIPPI

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BILOXI, 19,094.													
Herald (D) (none)	4,144	.025	.025	Geo. W. Wilkes' Sons	Geo. P. Money; A. G. Ocoinach			W. G. Wilkes	W. G. Wilkes	W. G. Wilkes	Chester H. Rose	W. G. Wilkes	E. P. Wilkes
Issued also for Gulfport.													
CLARKSDALE, 7,552.													
Register (D) (J) (152)	3,000	.018	...	Register Pub. Co.	G. P. Clark		Louis Jewell	G. P. Clark					C. H. Puree; G. P. Birdsong[1]
CORINTH, 5,498.													
Corinthian (D) (none) (d)	1,125	.018	.018	Klyce & Bishop	Klyce & Bishop	Klyce & Bishop	Klyce & Bishop	J. C. Bishop	J. C. Bishop	J. C. Bishop	J. C. Bishop	J. C. Bishop	J. C. Bishop
GREENVILLE, 11,560.													
Democrat-Times (D) (J) (145)	1,984	.018	.018	Greenville Npr. & Ptg. Co.	L. Pink Smith	L. Pink Smith	Charles Kerg	Ernest Smith	Ernest Smith	Ernest Smith	S. R. Dunn		L. P. Smith, Jr.; W. W. Tillotson[1]
GREENWOOD, 7,793.													
Commonwealth (D) (J) (none) (d)	1,800	.021	.021	Sumter Gillespie	Sumter Gillespie	Sumter Gillespie	Littleton Upshur	Sumter Gillespie	Sumter Gillespie	S. Gillespie	H. P. Hinman	Mrs. Annie Dixon	M. L. Busam[3]
HATTIESBURG, 13,270.													
American (I) (J) (8)	5,168	.03	.03	Thos. St. John	G. S. Harman	C. M. Willoughby	C. M. Willoughby	Thos. St. John		Frank Hammond; Thos. St. John[3]	C. H. Praytor	A. P. Harrison	T. L. Praytor; T. B. Geiger[1]
JACKSON, 22,817.													
†Clarion-Ledger (m) (D) (35)	6,157	.03	.03	T. M. Hederman	T. M. Hederman								
Sunday edition	6,532												
News (m) (D) (8)	7,691	.04	.04	News Pub. Co.	Frederick Sullens	Rex B. Magee	Geo. L. Sugg	W. G. Johnson		Chas. W. Crenshaw; Roscoe Bailey[3]	Roscoe Bailey	Mrs. Ellen Bailey	T. W. Anderson
Sunday edition	7,710												
LAUREL, 13,037.													
Leader (I) (56)	4,284	.03	.03	Edgar G. Harris	Edgar G. Harris	E. E. Hoffman	Charles E. Ward	Edgar G. Harris	Edgar G. Harris	Mrs. J. L. Fuller	J. S. Driver	Miss Cecile Shumake	E. L. Stainton
MERIDIAN, 23,399.													
Star (m) (I) (8)	10,160	.04	.029	Jas. H. Skewes	Jas. H. Skewes	Louis Ellison	O. C. Morgan	Jas. H. Skewes	W. E. Buckingham	R. Crawley Jones; E. C. Anderson[3]	Alpha Matheney		Henry G. Hodge
Sunday edition	10,276												
NATCHEZ, 12,608.													
†Democrat (m) (D) (none)	3,385	.025	.025	Jas. K. Lambert	Jas. K. Lambert		R. E. Smith		C. C. Goetz	W. P. Abbott; C. G. Goetz[3]	E. P. Phelps	E. P. Phelps	Wm. Eldt
VICKSBURG, 17,931.													
†Herald (m) (D) (8)	3,313	.02	.02	R. M. Graham	R. M. Graham		C. W. Miller			E. A. Fitzgerald, Jr.			M. C. Geisenberg
Sunday edition	3,313												
Post (D) (56)	4,133	.02	...	J. G. Cashman & Sons			Geo. W. Crock		Louis P. Cashman	P. L. Barclift	J. C. Campbell		
WEST POINT, 4,400.													
Times-Herald (none)	1,005	.014	...	Times-Herald Printing Co.									

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MISSOURI

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AURORA, 3,575.													
Advertiser (I) (J) (4) (d)	....	.011	.011	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	W. B. Lowry	Joe Maxson[2]
BOONVILLE, 4,625.													
Republican (I) (J) (145)	1,325	.018	.018	Boonville Pub. Co.	C. M. Harrison	W. W. Kingsbury, Jr.	W. W. Kingsbury, Jr.	C. M. Harrison	C. M. Harrison	Louis E. Erhardt	Agnes Hain	Agnes Hain	E. R. Swift[2]
BROOKFIELD, 6,304.													
Argus (none) (d)	2,305	.018	...	Chas. W. Green	Chas. W. Green								
Budget (d) (31)	....	.011	...										
BUTLER, 2,894.													
Democrat (4) (d)	425	.011	...	Harry H. Henry	Harry H. Henry								
Budget (d) (31)	....	.011	...										
CAMERON, 3,248.													
News-Observer (I) (none) (d)	990	.014	.014	B. B. Witt	B. B. Witt		J. F. Frazier				Miss Laura Witt		Le Roy Williams
CAPE GIRARDEAU, 10,252.													
Southeast Missourian (I) (J) (115-116)	6,200	.03	.25	Naeter Bros.	Naeter Bros.	Chester A. Letts	Chester A. Letts	Naeter Bros.	Alvin Macke	E. E. Campbell			W. H. Kiehne[2]
CARROLLTON, 3,218.													
Democrat (4) (d)	575	.009	...	Democrat Printing Co.	W. R. Painter, W. S. Holliday								
CARTHAGE, 10,068.													
†Democrat (m) (D) (none)	1,223	.018	.018	Eugene B. Roach	Eugene B. Roach	Eugene B. Roach	Harold McMurtry	E. B. Roach	E. B. Roach	Harold Kenniston; E. B. Roach[3]	Warren Leggitt	E. B. Roach	Keith Brigance; O. A. Chiles[1]
Sunday edition	1,223												
Press (R) (J) (d) (none)	3,097	.021	.018	W. J. Sewall	W. J. Sewall	W. J. Sewall	E. L. Dale	W. J. Sewall	H. L. Howe	H. L. Howe; W. L. Schrantz[3]	W. L. Schrantz	W. L. Schrantz	H. K. Steward[2]
CHARLESTON, 3,384.													
Index (31) (d)	3,218	.018	...	Ernest D. Howle	Ernest D. Howle								
CHILLICOTHE, 6,525.													
Constitution (d) (J) (145)	2,584	.021	.021	Constitution Pub. & Prt. Co.	C. E. Watkins	C. E. Watkins	C. A. Spooner	C. E. Watkins	C. E. Watkins	C. E. Watkins			D. O. Smith[2]
Tribune (R) (J) (none)	2,642	.021	.018	Frank C. Fay	Frank C. Fay	Frank C. Fay	Mrs. Walter Wilson	Frank C. Fay	Geo. Callaway	Geo. Callaway	Geo. Callaway	Geo. Callaway	John Sailor[2]
CLINTON, 5,098.													
Democrat (D) (J) (4)	....	.011	.011	C. H. Whitaker & Son	C. H. Whitaker		C. H. Whitaker, Jr.			C. H. Whitaker, Jr.			
COLUMBIA, 10,379.													
Tribune (D) (none)	2,934	.025	.021	E. M. Watson	E. M. Watson		L. H. Edwards		M. D. Jett	W. W. Garth			Carl Schwamb
EXCELSIOR SPRINGS, 4,167.													
Call (4) (d)	....	.009	...	Blood & Blood	A. L. Blood								
Standard (m) (R) (none) (J)	1,660	.021	...	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell	Fred W. Mitchell			
Sunday edition	1,660												
FULTON, 5,595.													
Gazette (D) (J) (none)	1,680	.018	.018	Ovid Bell	Ovid Bell	Ovid Bell	Miss Grace Patton	Ovid Bell	Ovid Bell	Fulton Thurston			
Sun (d) (J) (4)	1,105	.009	...	Sun Printing Co.	J. W. & Geo. P. Johnston	Geo. P. Johnston	J. W. Johnston	Geo. P. Johnston	Geo. P. Johnston	Geo. P. Johnston	Geo. P. Johnston	Geo. P. Johnston	Geo. P. Johnston
HANNIBAL, 19,306.													
Courier-Post (I) (35)	5,410	.03	.025	J. B. Jeffries	J. B. Jeffries	J. B. Jeffries	Will A. Cable	E. L. Sparks	E. L. Sparks	George E. Bounds; E. L. Sparks[3]	R. D. Wolfe	Chas. Munson	D. W. Rhino
INDEPENDENCE, 11,686.													
Examiner (I-D) (106-126)	3,261	.025	.02	Examiner Ptg. Co.	Wm. Southern, Jr.	Wm. Southern, Jr.	John B. McDonald	Frank W. Rucker	Frank W. Rucker	Frank W. Rucker	Chas. J. Allis	Chas. J. Allis	Ellis Wright
News (R) (J) (none) (d)	1,470	.016	...	C. A. Carroll	C. A. Carroll								B. A. Purdy[1]
JEFFERSON CITY, 14,490.													
†Capital News (m) (41-75)	3,450	.025	...	Capital News Ptg. Co.	W. R. Hollister								
Sunday edition	3,450												
Democrat-Tribune (J) (145) (d)	2,125	.015	...	John F. Koster	John F. Koster								E. H. Rugg[1]
Post (28) (d)	....	.02	...	Daily Post Co.	Heber Nations								
JOPLIN, 29,855.													
News-Herald (see Globe)	9,692	.11	.08	Joplin Globe Pub. Co.	Phil Coldren	Ray S. Cochran	Geo. Ober and S. A. Smith	Cowgill Blair	Cowgill Blair	J. J. McClellan	H. J. Leggett		Joseph Schulte
†Globe (m) (I) (74)	24,123	.09	.06										
Sunday edition	26,594												
KANSAS CITY, 324,410.													
Drovers Telegram (I)	29,717	.09	...	Drovers Telegram Co.	Walter P. Neff			Geo. N. Neff	Geo. N. Neff	M. B. Davenport	F. C. Palmer		
Post (see Journal)	162,862	.25	.19										
†Journal (m) (R) (E) *S (146)	147,883	.20	.14	W. Lawrence Dickey	Walter S. Dickey	Ralph Ellis		E. O. Syman	E. O. Syman	J. Mora Boyle	Arthur LeComte	Walter T. Evans	Walter Masters
Journal-Post Sunday edition	194,003	.29	.23										
†Star (m) (I) (97-40)	230,495	.55	.55										
Evening edition	236,865	.375	.375	Wm. R. Nelson Estate	Irwin Kirkwood	R. E. Stout	C. G. Wellington	A. F. Seested	A. F. Seested	E. E. Robertson	F. C. Seested	R. G. Shryock	C. F. Dew
Sunday edition	232,910												
KIRKSVILLE, 7,213.													
Express & News (I) (m) (145)	4,893	.03	.029	E. E. Swain	E. E. Swain	Dow Jones	W. M. Snyder	E. E. Swain	P. N. Nicolson	J. R. Gove			L. F. Shubert
Sunday edition	4,893												
LAMAR, 2,255.													
Democrat (4) (d)	....	.009	...	Lamar Democrat Pub. Co.	Arthur Aull								
LEXINGTON, 4,695.													
Intelligencer (none) (d)	....	.014	...	A. W. Allen	A. W. Allen								
Advertiser (I) (J) (d) (none)	....	.014	...	Johnson & Dunford	Harry Dunford				Ralph R. Johnson	Harry Dunford			R. R. Johnson[1]
LOUISIANA, 4,060.													
Press-Journal (none) (d)	....	.011	...	I. N. Bryson	I. N. Bryson								
MACON, 3,549.													
Chronicle-Herald (D) (J) (145)	3,022	.025	.02	Chronicle-Herald Pub. Co.	Frank Briggs		Edgar White	Chas. H. Weisenbow	Chas. H. Weisenbow	Chas. H. Weisenbow	Chas. H. Weisenbow	Chas. H. Weisenbow	John O. Dickson
MARSHALL, 5,200.													
Democrat-News (D) (J) (none)	....	.018	.018	Democrat News Printing Co.	H. L. Preston	H. L. Preston		R. N. Haines	R. N. Haines	R. N. Haines			T. E. Sherwood; H. M. Nation[1]
MARYVILLE, 4,711.													
Democrat-Forum (D) (J) (145)	2,740	.02	.014	James Todd		James Todd	Geo. C. Butts		Walter S. Todd	M. V. Sims	Usrel Crockett	Mrs. Guy Haller	Walter S. Todd; Charles Shelton[1]
Tribune (R) (J) (106-126)	2,350	.02	.02	J. F. Hull	J. F. Hull	J. F. Hull	C. M. Hull	J. F. Hull	J. F. Hull	Frank T. Doyle	Frank T. Doyle	Frank T. Doyle	John Hamilton[2]
MEXICO, 6,013.													
Intelligencer (D) (none)	1,104	.014	...	John Leo Coontz									Joe Hutcherson
Ledger (I-D) (J) (none)	1,281	.018	.014	R. M. White & Son	L. M. White	L. M. White	W. L. Maurer		L. M. White	L. M. White			John Williams[3]
MOBERLY, 12,808.													
Democrat (m) (I-D) (J) (none)	2,650	.02	.014	Lowell & Keeley	J. R. Lowell	R. F. Keeley		R. F. Keeley					
Sunday edition	2,650												
Monitor Index (I-D) (J) (145-62)	3,411	.02	...	Moberly Index Ptg. Co.	W. C. Van Cleer	W. T. Van Cleer	W. T. Van Cleer	W. C. Van Cleer	W. C. Van Cleer	F. H. Scott	C. A. Killan	Isabel Gollihon	C. M. Keller[3]
MONETT, 4,206.													
Times (I) (4)	1,186	.014	...	Pearl Peters	Pearl Peters	Pearl Peters							Ralph E. Saxe; J. Merritt Hammond[3]
NEOSHO, 3,968.													
Democrat (I) (J) (none) (d)	....	.014	...	Will G. Anderson	Will G. Anderson	Will G. Anderson	Franz Veerkamp	Will G. Anderson	Will G. Anderson	Will G. Anderson	Will G. Anderson	Will G. Anderson	Will G. Anderson; Frans Veerkamp[2]
NEVADA, 7,139.													
Mail & Post (D) (J) (d) (none)	2,120	.018	.018	Southwest Mail Ptg. Co.	W. L. Carp; J. H. Bean	J. H. Bean	J. H. Bean	J. H. Bean	W. L. Carp	W. L. Carp	H. G. Foster		C. E. Kunkel[2]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
POPLAR BLUFF, 8,042.													
American (I) (J) (28)	3,278	.025	.025	Citizen Ptg. Co.	Dwight H. Brown		Wm. M. Gibson	Dwight H. Brown... O. H. Steward	Dwight H. Brown.. O. H. Steward	Dwight H. Brown	Ernest Lear		Clyde White; Milo B. Dodson[1]
RICH HILL, 3,500.													
Review (none) (d)	....	.011	...	Review Printing Co.	E. E. Bean								
Sunday edition	....												
ST. CHARLES, 8,503.													
Banner-News (I) (J) (4)	1,050	.012	...	R. M. Thomson	W. C. Fuhr	R. M. Thomson				Harold Belding	P. Diehr		
Cosmos-Monitor (R) (J) (none) (d).	1,075	.011	...	St. Charles Pub. Co.				M. L. Coman	M. L. Coman	M. L. Coman	M. L. Coman	M. L. Coman	E. Weeks[1]
ST. JOSEPH, 77,939.													
†Gazette (m) (I-R) (73)	18,042	.06	.045	Geo. A. McClellan	Geo. A. McClellan	W. D. Ladd		R. D. Van Alstin					
Sunday edition	17,857	.07	.05										
News-Press (I) (78-54)	39,580	.10	.10	Louis T. Golding	Louis T. Golding	C. L. Rutt	C. C. Calvert			H. A. Sprague	W. M. Badger		
Stock Yards Journal (145)	5,989	.025	...	Ewing Herbert	Ewing Herbert	P. R. Manifold	P. R. Manifold	Ewing Herbert	Maude Higgins	John Albus	Ernest Ray	Ottille Irwin	
ST. LOUIS, 772,897.													
†Globe-Democrat (m) (I) (E) *8 (124-113-82)	213,715	.37	.35	Globe-Democrat Pub. Co.	E. Lansing Ray	J. J. McAuliffe and Casper S. Yost	R. J. Boylan	E. Lansing Ray	T. M. Hollingshead	D. B. Houser	W. H. Herrington	C. W. Nax	John Coombs
Sunday edition	285,952	.39	.37										
Post-Dispatch (m) (I) (E) *8 (66-91-52-101-102)	186,237	.35	.33	Joseph Pulitzer	George S. Johns	O. K. Bovard	B. H. Reese			Geo. M. Burbach	A. G. Lincoln	W. E. Taylor	
Sunday edition	436,469	.47	.37										
Star (I-D) (8)	100,699	.22	.19	Elzey M. Roberts	Frank P. Glass	Frank W. Taylor, Jr.	William F. Hawkes	T. L. Ryan		Arthur E. Kaye	L. J. Hoffman	A. H. Van Dyne	
Times (R) (E) (115-116)	50,004	.15	...	G. A. Buder	Homer Bassford	F. Y. Anderson	Aaron Benesch		Curtis Wray	Carl Gogel	Frank Sluka	Carl Gogel	
SEDALIA, 21,144.													
†Capital (m) (145)	5,243	.03	...	Sedalia Democrat Co.	George H. Scruton		W. D. Agee		A. D. Stanley	Walter J. Brill	Mrs. Mary Ott	Rosemary Burrows	A. D. Stanley
Democrat (m) (D) (145)	....												
Sunday edition													
SPRINGFIELD, 39,631.													
Leader (m) (D) (139-54)	20,129	.06	.04	H. S. Jewell	R. L. Kennedy	R. L. Kennedy	Floyd Sullivan	H. S. Jewell	T. W. Duvall	J. M. Acuff	R. C. Parks	Bert Dunham	J. M. Acuff
Sunday edition	20,081												
†Republican (m) (R) (87)	12,766	.04	.04	E. E. E. McJimsey									
Sunday edition	14,020												
TRENTON, 6,951.													
Republican Tribune (R) (J) (4-31).	1,431	.018	.018	W. B. Rogers Printing Co.	A. Swett	Carrie Roger Clark			Roy Van Meter	Roy Van Meter			Fred Kessler[1]
Times (I) (none) (J)	1,015	.014	.011	Henry S. Beardsley	Henry S. Beardsley	Henry S. Beardsley	Vera De Vaul	Henry S. Beardsley	Henry S. Beardsley	Henry S. Beardsley	Emma Hall	Geo. W. Parsons	James Welles; W. H. Riley[1]
WARRENSBURG, 4,811.													
Star-Journal (D) (J) (none) (d)	....	.05	.03	Wallace Crossley	Wallace Crossley	Wallace Crossley	E. W. Hoberecht	Wallace Crossley	O. A. Palmer	O. A. Palmer	O. A. Palmer	O. A. Palmer	O. A. Palmer[2]
WEBB CITY, 7,807.													
Sentinel (R) (J) (none) (d)	800	.014	...	Hal M. Wise	Hal M. Wise								J. W. Potter; R. R. Robertson
WEST PLAINS, 3,178.													
Quill (I) (none) (d)	900	.018	.018	Williams Sisters	Williams Sisters	Cleora B. Williams	Ella M. V. Williams	Cleora Williams	Cleora Williams	Fritze Williams Dixon	Fritze Williams Dixon	Fritze Williams Dixon	

MONTANA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ANACONDA, 11,668.													
†Standard (m) (D) (J) (120)	10,327	.06	...	Standard Pub. Co.	R. R. Kilroy	E. C. Leipheimer	W. B. Davis		Joe L. Markham	David Kilroy; J. Haberman[3]	H. L. Belle		J. L. Chrystal; E. B. Catlin[1]
Sunday edition	15,101	.07	...										
BILLINGS, 15,100.													
†Gazette (m) (I-D) (J) (E) (120).	7,480												
Evening edition	2,139	.06	.039	Gazette Ptg. Co.	P. B. Snelson	Leon Shaw	Herrick Swan	Leon Shaw		W. H. MacDonald	E. J. Shovers	E. Farnam	E. A. Swan; L. M. Prill[1]
Sunday edition	10,585	.065											
BOZEMAN, 6,183.													
†Chronicle (m) (D) (J) (111-137)	2,408	.025	.025	Chronicle Pub. Co.	Jas. P. Bole	Chas. Stevens		H. H. Howard		Fred F. Wilson	Frank A. Calfee		Frank A. Alderson; James McCulley[1]
Sunday edition	2,408												
BUTTE, 41,611.													
†Miner (m) (9)	12,427	.06	.045	Butte Miner Co.	J. L. Dobell								
Sunday edition	24,086	.08	...	Butte Miner Co.	J. L. Dobell								
Post (73) (R)	10,901	.05	...	Post Publishing Co.	J. H. Durston		James Cummins	J. H. Durston	J. H. Dickey, Jr.	James Spencer; J. H Dickey, Jr.[3]	H. L. Miller	James Spencer	P. J. Gerbehty
GREAT FALLS, 24,121.													
Leader (R) (92)	3,581	.03	.03	Leader Co.	E. H. Cooney	E. H. Cooney	Paul Evenstead	F. M. Tenney	F. M. Tenney	F. M. Edwards; F. M. Tenney[3]	L. E. Eberling	Fred H. Bayer	L. C. Larson
†Tribune (m) (D) (J) (9)	12,152	.05	...	Tribune, Inc.	William M. Bole		L. S. Thurston	O. S. Warden	L. G. Diehl	L. S. Wendt	D. H. Hoffman		W. T. Bennyhoff[1]
Sunday edition	14,366												
HAVRE, 5,429.													
†Promoter (m) (R) (J) (none)	1,749	.025	.025	Havre Daily Promoter	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger	R. G. Linebarger
HELENA, 12,037.													
†Independent (m) (111-60)	5,351	.035	...	Independent Pub. Co.	Will A. Campbell								
Sunday edition	5,351	.035	...	Independent Pub. Co.	Will A. Campbell								
Record-Herald (R) (J) (92)	5,420	.03	...	Montana Record Publishing Co.	Jas. W. Scott	Geo. A. Roberts	Ernest J. Immel	Chas. H. Reifenrath	Charles H. Reifenrath	P. C. LaReau	Leo A. LaReau	P. C. La Reau	A. Looby; A. R. Gaskell[1]
KALISPELL, 5,147.													
Inter-Lake (R) (J) (none)	2,364	.018	...		L. D. Spafford		L. B. Bouton	L. D. Spafford	L. D. Spafford	L. D. Spafford	Arthur Sward	Arthur Sward	E. C. Brooner
LEWISTOWN, 9,200.													
†Democrat-News (m) (D) (J) (109).	6,019	.03	.03	Democrat News Co., Inc.	Tom Stout	E. G. Ivins	C. R. Fowler	Harry E. Lay	Harry E. Lay	J. W. Hanley; Earl F. McGinnes[3]	Elsie Trepp		Earl F. McGinnes
Sunday edition	6,019												
LIVINGSTON, 6,326.													
†Enterprise (m) (D) (J) (120)	2,178												
Sunday edition	2,178	.025	.025	Livingston Publishing Co.	L. E. Flint	L. E. Flint	L. E. Flint	J. Thos. Melton	J. Thos. Melton	J. Y. Wright	B. C. Benecke		J. Thos. Melton[2]
MILES CITY, 7,937.													
Star (m) (R) (J) (120)	2,876	.03	.03	Jos. D. Scanlan	Jos. D. Scanlan	Louis F. Grill	W. S. Bay	J. D. Scanlan	F. M. Ammon	Lyle Cowan	C. D. McDonald		C. B. Lebkicher[2]
Sunday edition	4,098												
MISSOULA, 12,668.													
†Missoulian (m) (120)	4,448	.04	.04	Missoulian Pub. Co.	Martin J. Hutchens	French T. Ferguson	Ralph Swarts	James A. Sage	James A. Sage	S. L. McConnell; R. Graham[3]	Harry B. Healy		Fred Zeh
Sentinel (see Missoulian)	2,358												
Sunday Missoulian	6,439												

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NEBRASKA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BEATRICE, 9,664.													
Express (R) (J) (98-5)	3,420	.025	...	Express Pub. Co.	John H. Kearnes	John H. Kearnes			Mary L. Luberger	George L. Stem	Harry Morris		Charles Troutman[9]
†Sun (m) (I) (none)	3,881	.025	.025	E. M. Marvin	E. M. Marvin	E. M. Marvin	T. D. Bradley			C. J. Lash	H. E. Morris		
Sunday edition	3,881												
COLUMBUS, 5,410.													
Telegram (I-D) (J)	....	.025	.025	Telegram Co.	Edgar Howard	Z. H. Loomis	Al C. Smith		A. H. Backus	Lloyd Swain	A. H. Backus		W. J. Gregarius
FALLS CITY, 4,930.													
Journal (R) (J) (4) (D)	2,136	.02	.02	Falloon & Falloon	Virgil Falloon	Virgil Falloon	A. Davidson	J. H. Falloon	W. H. Orr	W. H. Orr	J. H. Falloon	W. H. Orr	Chas. Ross[2]
†News (m) (4)	2,000	.021	...	C. C. Davis	C. C. Davis	C. C. Davis	C. C. Davis	C. C. Davis	C. C. Davis	C. C. Davis	C. C. Davis	C. C. Davis	J. A. Long[2]
Sunday edition	2,000												
FREMONT, 9,570.													
Tribune (R) (J) (120)	6,375	.04	.04	Hammond Printing Co.	Charles S. Ryckman	Barney Yanofsky			Ray V. Hammond	Ben. I. Conant	Walt B. Reynolds		L. R. Hammond
GRAND ISLAND, 13,960.													
Independent (I-R) (J) (120) (t)	6,002	.03	.025	Independent Pub. Co.	A. F. Buechler	A. F. Buechler			J. R. Fellton	J. R. Fellton	Don Boehm		F. G. Baldwin[8]
HASTINGS, 11,647.													
Tribune (I) (J) (120)	7,149	.05	.05	Adam Breede	Adam Breede	H. G. Smith			E. A. Francis	H. E. Riggert			
KEARNEY, 7,702.													
Hub (R) (J) (120)	2,986	.025	.025	Kearney Hub, Inc.	M. A. Brown		H. C. Kroger	Hugh R. Brown		C. P. Huntington	Guy Saltzgaber		
LINCOLN, 54,934.													
†Journal (m) (I) (J) (E) (20)	28,499	.09	...	J. C. Seacrest					Fred Seacrest				
Sunday edition	15,677	.09	.09										
Star (m) (I) (9-54)	31,557	.09	...	Herbert E. Gooch	J. E. Lawrence		L. A. Becker	L. B. Tobin	Fred I. Archibald	Fred I. Archibald. H. E. Andersen[3]	O. E. Jerner	D. D. Pendell	J. E. Moore
Sunday edition	40,691	.09	...										
	32,716	.09	...										
NEBRASKA CITY, 6,279.													
News (D) (J) (4)	1,612	.014	...	News Co.	C. M. Hubner				E. D. Marnell	E. D. Marnell			
†Press (m) (I) (J) (5)	2,886	.018	.018	Press Ptg. Co.	J. H. Sweet	J. H. Sweet	Anna C. Wary			Marie J. Duncan	Ben Thornburg		F. E. Olmsted[3]
Sunday edition	2,886												
NORFOLK, 8,634.													
News (I) (J) (120-62)	9,017	.05	...	E. F. Huse	E. F. Huse	S. H. McCaw	Karl Stefan	E. F. Huse	F. C. Asmus	Wm. Reckert	F. C. Asmus	Wm. Reckert	B. W. Nightengale[8]
NORTH PLATTE, 10,466.													
Telegraph (none)	....	.021	...	Kelly & Son, Pub.	A. P. Kelly								
OMAHA, 191,601.													
†Bee (M) (E) (E) *S (8)	43,446	.17	.11	Bee Pub. Co., Inc.	Ballard Dunn, A. M. ..., Fred S. Hunter, P. M. ...		John B. Long, Jr.			James A. Austin, I. N. Baker[3]	V. A. Bridge	N. S. Sime	R. L. Ratekin
Evening edition	28,753												
Sunday edition	72,199	.18	.11										
Drovers Journal Stockman	22,075	.08	...	Journal-Stockman Co.	Bruce McCulloch		W. N. Paxton	W. A. Truelsen			F. D. Moore		
News (m) (I) (E) (62-11-64)	76,621	.16	...	Joseph Polcar	Joseph Polcar	Neal Jones	Neil Murray		O. L. Sherman	S. P. LaDue	John W. Kurtz	F. Reichmann	M. N. Griffith
Sunday edition	74,305												
†World-Herald (m) (D) (E) (112)	45,742												
Evening edition	46,515	.20	.20	World Pub. Co.	H. E. Newbranch	W. R. Watson	B. F. Sylvester	H. Doorly	H. Doorly	L. R. Wilson, H. Christian	M. B. McNab	C. Nolan	
Sunday edition	89,351												
PLATTSMOUTH, 4,190.													
Journal (D) (J) (112)	925	.015	.015	R. A. Bates	M. A. Bates	R. A. Bates	F. H. Smith	R. A. Bates		R. A. Bates	G. H. Perry		E. A. Webb
WYMORE, 2,592.													
Arbor State (none)	299	.007	...	Hohensee & Green									O. W. Green[3]
YORK, 5,388.													
News-Times (I) (J) (none)	2,175	.02	...	York Blank Book Co.	W. E. Adair	Thomas Curran		Thomas Curran	L. F. Hohensee, Thomas Curran	R. O. Bartlett			E. J. Curran, Thos. Curran[1]

NEVADA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CARSON CITY, 2,500.													
Appeal (none) (d)	....	.018	...	Expositor Ptg. & Pub. Co.	T. D. Van Devort								
†News (m) (4-32) (d)	....	.011	...	E. T. Clyde	E. T. Clyde								
Sunday edition	....												
ELY, 2,090.													
Times (none)	660	.021	...	Expositor Ptg. & Pub. Co.	Vail M. Pittman	Vail M. Pittman	Mrs. Vail M. Pittman	Vail M. Pittman	Mrs. Vail M. Pittman	Vail M. Pittman	Ida Pittman		
GOLDFIELD, 4,838.													
Tribune (none) (d)	....	.029	...	Expositor Ptg. & Pub. Co.	V. L. Ricketts								
RENO, 12,016.													
Gazette (I-R) (21-102)	5,775	.035	.029	Reno Evening Gazette Co.	D. E. W. Williamson		Harry H. Jones	Graham Sanford	Leigh Sanford	M. M. Stampfli, Leigh Sanford[3]			
†State Journal (m) (D) (J) (9)	5,057	.03	.028	Nevada State Journal, Inc.	W. Frank Helmick			Emmet D. Boyle, Pres.	Joe F. McDonald	Joe F. McDonald			Dennis Wortham, W. Shipaugh[1]
Sunday edition	5,057												
TONOPAH, 4,144.													
Bonanza (none)	....	.018	...	Tonopah Bonanza Ptg. Co.	W. W. Booth								
†Times (m) (I-D) (J) (none)	1,150	.014	...	F. F. Garside	F. F. Garside	F. F. Garside				F. F. Garside			

NEW HAMPSHIRE

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CLAREMONT, 9,524.													
Eagle (R) (J) (96) (d)	2,025	.011	...	Benjamin G. Welch and Harold L. Woodward	William E. Langdon		Kenneth D. Whipple		Harold L. Woodward				B. G. Welch[1]
CONCORD, 22,167.													
Monitor-Patriot (I) (96)	5,178	.025	.025	Monitor-Patriot Co.	James M. Langley	Albert S. Baker		James S. Langley		W. E. Tenney			
DOVER, 13,029.													
Foster's Democrat (96)	....	.015	...	Geo. J. Foster & Co.	Geo. J. Foster								
KEENE, 11,210.													
Sentinel (R) (J) (142) (d)	3,422	.022	.022	C. J. Woodward	Gerald F. Beane	Gerald F. Beane	Gerald F. Beane	C. J. Woodward	C. J. Woodward	C. R. Rodgers	C. R. Rodgers	C. R. Rodgers	W. E. Bullard[1]
MANCHESTER, 78,384.													
Mirror (I) (119)	5,863	.04	.032	Manchester Pub. Co.	John H. Fahey	Daniel J. O'Brien	Timothy Sullivan		Lawrence J. Moynihan	Alfred Newall	Wilbur F. McCarthy		Harold Wilson
Leader (see Union)	12,788												
†Union (I) (E) *S (96) (t)	15,489	.07	.06	Union-Leader Pub. Co.	Frank Knox				J. A. Muehling				
NASHUA, 28,739.													
Telegraph (none)	5,250	.025	...	Telegraph Pub. Co.	B. E. Warren								
PORTSMOUTH, 13,569.													
Herald (I-R) (J) (none)	5,400	.025	...	F. W. Hartford	R. J. Moulton	F. W. Hartford	P. T. Kane		W. R. Dearborn	F. W. Hartford	C. C. Washburn	F. W. Hartford	E. W. Morrissey, A. S. Averill[1]
†Times (R) (none)	....	.02	.02	Times Newspaper Co., Inc.	Ralph W. Emerson			Harry Winebaum					

NEW JERSEY

NEW JERSEY

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ASBURY PARK, 12,400.													
Press (m) (I-D) (109)	9,672	.03	.025	J. Lyle Kinmonth	J. Lyle Kinmonth		E. S. Longstreet						
Sunday edition	5,324												
ATLANTIC CITY, 50,682.													
†Gazette-Review (m) (R) (63)	8,163	.035	.035	H. E. Smith	William P. Houpt		Francis J. Hartnett	Harry E. Smith	Harry E. Smith	Theo. W. Bockelman	Alex. C. Finley	John J. Carey	A. Gilbert
Sunday edition	11,520	.045	.035										
†Press (I) (E) (mer.) (76)	15,670	.06	.06	Press-Union Pub. Co.	F. E. Croasdale	F. E. Croasdale	J. H. Shinn	Albert J. Feyl	Albert J. Feyl	Robert E. Peifer	Lloyd Lippincott	Munroe L. Mendelssohn	Edward W. Ely
Union (See Press)	7,137												
BAYONNE, 76,754.													
Times (I) (115-116)	11,761	.04	.04	Evening Times Ptg. & Pub. Co.	Joseph Ruffner, Jr.	Joseph Ruffner, Jr.	H. L. Martin	S. I. Newhouse	S. I. Newhouse	S. I. Newhouse	Merril Liberty	S. Bresler	William Shindell
News-Review (R) (41-75)	10,585	.035	.02	Carl A. Ruhlmann	L. E. Travis				A. V. Ripps	M. Zinader[3]	I. Cohen		John P. McNulty
BRIDGETON, 14,323.													
News (R) (J) (115-116)	6,016	.025	.023	Evening News Co.	R. E. Fithian	Wm. B. Kirby		R. E. Fithian	F. A. Stanger	F. A. Stanger	F. A. Stanger	F. A. Stanger	John B. Cowan; George H. Bear[1]
†Pioneer (none) (d)	....	.011	...	Geo. W. McCowan	H. L. Tyler								
BURLINGTON, 9,049.													
Enterprise (E) (J) (21)	5,049	.02	.02	Enterprise Pub. Co.	Joseph R. Cheesman	John H. Naylor, Assoc. Ed.	Lewis A. Craft		Joseph R. Cheesman	J. Harry Roberts, Jr.	Wm. Megonegal, Jr.	Katherine O. Connell	W. Emory Cheesman[3]
CAMDEN, 116,309.													
Courier (I-R) (139)	26,066	.08	.078	J. David Stern	J. David Stern	Harry T. Saylor	James Ely Bready		Walter L. Tushingham	Frank J. Kinsella	Charles D. Baylass	L. S. McCloskey	Elmer E. Pratt
Post-Telegram (R) (63)	12,869	.05	...	Camden Pub. Co.	Upton S. Jeffreys	Frank S. Albright	Frank S. Albright	William A. Searle	Ed. R. Holme	F. M. Forgazzi			
ELIZABETH, 95,682.													
Journal (R) (109)	21,124	.07	...	Frederick L. Crane	Frederick L. Crane	Geo. W. Swift	E. A. Griffin	Frederick L. Crane	Elmer E. Stanton	F. Ernest Wallace	A. F. Ruck	F. Ernest Wallace	W. J. Burke
Times (m) (I-D) (33-72)	7,981	.04	.04	Evening Times Co.	Leonard F. Sawvel	John O. Nelson	Douglas Cooper	L. F. Sawvel	A. M. Knox	A. M. Knox	Henry Haber	Max Theimer	Milton Kantrowitz
Sunday edition	7,981												
HACKENSACK, 17,667.													
Bergen Record (I) (115-116)	7,540	.05	.05	Bergen Evening Record Corp.	James M. Smith	Matt C. Ely	Hugh C. O'Reilly	Russell L. Binder		W. A. Clarkson	R. G. Picinich	M. L. Zimmerman	C. A. Young
HOBOKEN, 68,166.													
Hudson Observer (I) (J) (58)	40,949	.11	.10	G. A. Seide	Arthur L. Fagan			Fred A. Seide	Fred A. Kaufmann	A. L. Kohnfelder	Harry F. Kelly	C. Quilter	Bendix Fredericksen; Wm. McQueen[1]
JERSEY CITY, 297,864.													
Journal (I-R) (139)	40,564	.10	.10	Evening Journal Assoc.	Joseph A. Dear	Adolph A. Langer	Fred J. Gainsway	Walter M. Dear	Walter M. Dear	Charlotte C. Stuhr	Albert Dear, Jr.	Fred M. Helland	R. Burt Donaghy
LONG BRANCH, 13,521.													
Record (I) (J) (none)	5,012	.03	.03	F. M. Taylor Pub. Co.	G. P. Wilson			Bryant B. Newcomb	Bryant B. Newcomb	Herbert S. Meyers	Robt. L. Meyers		F. M. Taylor, Jr.[1]
MILLVILLE, 14,691.													
Republican (R) (none)	2,550	.014	.012	W. E. Middleton	W. E. Middleton				M. F. Hawkins				
MORRISTOWN, 12,548.													
Jerseyman (R) (J) (108)	3,156	.03	.012	The Jerseyman, Inc.	Wood M. Vance	Wood M. Vance	Wood M. Vance	Alva E. Lamberton	Alva E. Lamberton	Philip L. Meyer	John Walker	Philip L. Meyer	C. J. Webber[1]
Record (I) (J) (115-116)	3,830	.02	.02	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson	W. E. Wulfers[2]
NEWARK, 414,216.													
Call (Sunday only) (I) (*S) (21)	71,041	.13	.13	G. Wisner Thorne	G. Wisner Thorne	Sanford B. Hunt	Herbert E. Ehlers	P. H. Baldwin	Louis Hannoch	P. H. Baldwin	H. B. Smith		
†Ledger (I) (M) (35)	37,399	.10	.10	L. T. Russell	L. T. Russell	E. J. Fouts			J. R. Waters	J. R. Waters			
Sunday edition	37,399	.10	...										
News (I) (112)	109,039	.21	.18	Wallace M. Scudder	Edw. W. Scudder	John W. Maynard			Eugene W. Farrell	Eugene W. Farrell	Charles Stasse		
Star-Eagle (mer.) (13)	78,193	.16	...	Newark Star Pub. Co.		W. E. Bowman	James Kennedy	H. S. Talmadge	H. J. Auth	H. J. Auth	K. Hall	Thomas McInerney	
NEW BRUNSWICK, 32,779.													
Home News-Times (n) (I) (17)	11,223	.045	.03	Home News Publishing Co.	E. B. Boyd		Daniel Wray and Geo. Ingling	W. B. Boyd	W. B. Boyd	Harvey Huff; W. B. Boyd[2]	Raymond DeHart	Rose Warnsdorfer	William Rule
Sunday edition	9,746												
PASSAIC, 63,841.													
Herald (I-R) (J) (63)	11,326	.05	.046	E. A. Bristor	Emmet A. Bristor	Wm. M. McBride	A. Robertson-McDonald	Emmett A. Bristor	Emmett A. Bristor	Chas. W. Delaney	Ralph E. Bentley		James C. Sigler; O. L. Levengood[1]
News (I) (108)	11,580	.04	.029	R. E. Lent	G. M. Hartt	G. M. Hartt	H. W. Gras	R. E. Lent	R. E. Lent	C. W. Klevit	B. P. Welling	L. Kondell	
PATERSON, 135,866.													
†Call (R) (J) (48)	15,991	.043	...	Call Printing & Pub. Co.	Ferd'd A. Friedrich		John J. Sweeney		Garret H. Sturr	Theodore D. Hendershot	Henry D. Yong		G. H. Sturr[1]
News (I) (*) (139)	11,405	.04	...	Harry B. Haines	Harry B. Haines	Harry B. Haines	Abe Green	Jules C. Levine	Jules C. Levine	Herbert M. Schmidt; Milton G. Levin[3]	Thos. Hinds	J. Geraci	Dan B. Watson
Press Guardian (I) (J) (mer.) (115-116)	12,605	.04	.025	Wm. B. Bryant	John L. Matthews	John L. Matthews	Augustus H. Epple	Wm. B. Bryant		Henry J. Durkin	Frank Dina	Chester Foyle	James T. Peto; Charles R. Webster[1]
Sunday Chronicle	13,216												
PERTH AMBOY, 41,707.													
News (I) (109)	10,239	.045	...	Perth Amboy Eve. News Co.	J. L. Clevenger	J. L. Clevenger	I. J. Reimers	D. P. Olmstead	D. P. Olmstead	J. Y. Duff	E. T. Trueman		
PLAINFIELD, 27,770.													
Courier-News (R) (1)	9,043	.04	.03	Charles Hamilton Frost	John A. Gaffney	Charles H. Frost	John A. Gaffney	Charles H. Frost	Charles H. Frost	A. W. Zimmerman	C. F. Stout		Wm. Morrison
TRENTON, 119,289.													
†State Gazette (1-75)	15,247	.045	...	State Gazette Pub. Co.	Forrest R. Dye								
Times (I) (mer.) (76)	35,228	.08	.06	Trenton Times, Inc.	James Kerney	Thos. F. Waldron	John H. Sines		Owen Moon, Jr.	Wm. K. Hoyt; J. E. Mullins[3]	Albert V. Ambrose	Jos. F. Tams	
Sunday Times-Advertiser	27,721												
UNION HILL, 20,651.													
†Hudson Dispatch (D) (J) (100-138)	14,338	.045	.045	Thomas F. Martin		Haddon Ivins	John B. Mitchell	William Rubel		Frank Galland; Chas. Miller[3]		Harry Straus	Fred W. Wood; Wm. Ruhl[1]
VINELAND, 6,799.													
Journal (I) (none)	2,387	.021	...	Eve. Journal		Geo. C. Ladd	David W. Sigafoo		George C. Ladd	Edward H. Ladd			
WOODBURY, 5,801.													
Times (I) (J) (none) (d)	2,700	.021	.021	Woodbury Daily Times Co.	J. Frank Wilson	J. Frank Wilson		J. Frank Wilson	J. Frank Wilson	J. Frank Wilson	J. Frank Wilson	J. Frank Wilson	J. Frank Wilson[2]

NEW MEXICO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBUQUERQUE, 15,157.													
Herald (m) (I) (56-62)	3,917	.03	.025	Albuquerque Herald Co.				T. M. Popperday					
Sunday edition	3,917												
†Journal (m) (I-R) (5-106)	6,588	.03	...	Journal Pub. Co.	Joseph Tausek	Joseph Tausek		Joseph Tausek	Joseph Tausek	W. T. McCreight	Jack Luckett	Andrew Weyler	
Sunday edition	6,862												
New Mexico Tribune (3)	5,708	.03	.03	Carl C. Magee	Carl C. Magee	Richard R. Bennett			R. B. Waggoman	Martin F. Biersmith	G. E. Peer	W. C. Hutchins, Jr.	W. H. Reed
EAST LAS VEGAS, 4,304.													
Optic (E) (J) (none)	3,598	.02	.02	Optic Pub. Co.	H. W. Kane	H. W. Kane	Roland C. Davies	H. W. Kane	Charles F. Kohl	Charles F. Kohl	J. R. Jones	J. R. Jones	R. M. Hemstreet; H. W. Kane[1]
ROSWELL, 7,062.													
News (D) (J) (none)	1,500	.018	.018	Harry Jaffa	Will Robinson	Will Robinson	Hazel A. Smith	Harry Jaffa	Harry Jaffa	Harry Jaffa	Hazel A. Smith	Hazel A. Smith	V. F. Givan[2]
Record (none) (d)	....	.018	...	C. E. Mason	C. E. Mason								
SANTA FE, 7,236.													
New Mexican (I) (J) (115-116)	2,150	.021	...	Santa Fe. N. Mex. Pub. Corp.	E. Dana Johnson			J. C. McConvery	J. C. McConvery	J. C. McConvery	J. C. McConvery		C. H. Chatham[2]

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NEW YORK

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBANY, 113,344.													
Journal (R) (J) (139)	9,428	.04	.035	The Journal Co.	William Barnes	Arthur Lucas	Edward Bates		Rob't B. Waters	Ben Franklin, Rob't G. Waters[2]	Frank Riley	C. Seymour	Robert G. Allen, Martin[2]
†Knickerbocker Press (m) (I-R) (E) *S (20)	33,579	.10	.055	The Press Co.	Frank W. Clark	Allen Eddy	Jerome Smith, Act'ng.	Lynn J. Arnold, Jr.	Arthur D. Hecox	John J. Connors, Arthur D. Hecox[2]	John W. O'Connor	James McGovern	
Sunday edition	50,219	.13	.07										
News (I-R) (E) (20)	17,377	.08	.045	The Press Co.	Frank W. Clark	Walter Plummer	A. E. Dale	Lynn J. Arnold, Jr.	Arthur D. Hecox	John J. Connors, Arthur D. Hecox[2]	J. W. O'Connor	James McGovern	
Telegram (Sunday only) (I) (J) (85)	21,779	.06	...	Sunday Telegram Corp.	William R. Lipman		H. E. Hill			William J. McCann	Henry Schock		Richard Lewis
Times-Union (I) (146)	37,105	.10	.10	Martin H. Glynn	Martin H. Glynn	Dan Carroll	Albert J. Bearup	James J. Kane	James J. Kane			H. J. Looney	
AMSTERDAM, 33,524.													
Recorder & Democrat (R) (J) (109)	7,047	.04	.029	Wm. J. Kline & Son, Inc.	William J. Kline	J. E. Willoughby	B. H. Simmons		Gardiner Kline	Wm. H. Kuhn	F. W. Mathieu		E. D. Trull[1]
AUBURN, 36,192.													
Advertiser-Journal (R) (109-118)	3,727	.03	..	Auburn Pub. Co.	Rudolph Chamberlain, Wm. O. Dapping	Victor J. Callanan, Wm. O. Dapping	Harry R. Melone	Charles D. Osborne	Charles D. Osborne				
Citizen (I-D) (J) (109-118)	6,331	.035	...										
BALLSTON SPA, 4,103.													
Journal (R) (J) (31) (d)	1,050	.014	.011	C. H. Grose & Son	Arthur Mathers	C. H. Grose, Jr.		C. H. Grose, Jr.	C. H. Grose, Jr.	C. H. Grose, Jr.	C. H. Grose, Jr.	C. H. Grose, Jr.	C. H. Grose[2]
BATAVIA, 13,541.													
News (I-R) (J) (100)	8,421	.04	.04	Griswold & McWain, Inc.	A. J. McWain		F. J. Schloemeyer	M. R. Miller	G. S. Griswold	L. W. Griswold		Roderick Wilber	
BEACON, 10,996.													
Herald (R) (31)	2,107	.018	.018	H. H. Donaghue	C. E. L. Norris	C. E. L. Norris							
Journal (I) (41-75)	2,108	.018	.018	Beacon Journal Co.	Morgan H. Hoyt	Ferdinand A. Hoyt	Edward T. Hayden	Ferdinand A. Hoyt	M. H. Hoyt				
BINGHAMTON, 66,800.													
Press and Leader (I) (22)	30,710	.09	.09	Binghamton Press Co.	Frank W. Spaulding	Frank W. Spaulding	H. Pierce Weller	Ralph E. Bennett	Ralph E. Bennett	L. S. Chubbuck, Theresa Cosgrove[2]	C. E. Blewer	James J. Burnett	Owen Donnelly
†Sun (I-R) (8)	19,607	.07	.09	Morning Sun, Inc.	Herbert J. Fowler	Walter J. Lyon	Chas. A. S. Freeman	Herbert J. Fowler	Herbert J. Fowler	Bruce Johnson	R. P. Wilcox		
BROOKLYN, 2,022,262.													
Citizen (m) (D) (44)	41,352	.12	.12	David J. McLean	Solon Barbanell	Arthur G. Dore	James Dempsey	David J. McLean	Edw. F. Seixas	Peter F. Flannery	John F. Shevlin	W. Glass	Edward F. Seixas
Sunday edition	41,352												
Eagle (m) (J) (112)	61,526	.22	.20	Herbert N. Gunnison	Arthur M. Howe	Harris M. Crist	Edwin B. Wilson		Edwin G. Martin	William Horner	Michael J. Burke	Thomas Mulhorn	Geo. Windram, Emil J. Aberle[1]
Sunday edition	74,418												
Standard Union (m) (R) *S (110)	73,506	.20	.20	R. F. R. Huntsman	John A. Holton	J. J. Early	Paul Tierney		H. L. Bridgman	Wm. F. Reynolds, Roger J. O'Donnell[3]	James A. Hennessey	William F. Reynolds	
Sunday edition	65,128												
Times (m) (E) (136)	45,389	.12	.12	John N. Harman	John N. Harman	Walter M. Oestreicher	John W. Smith	John N. Harman	George Rothwell	Joseph F. McKeon	Edward McCarty	Joseph F. McKeon	William L. Hope
Sunday edition	45,389												
BUFFALO, 506,775.													
Commercial (R) (J) (8)	13,763	.07	.05	Charles A. Finnegan	Harvey W. White		Fred T. Turner	Earl J. McCone		Thomas B. Chase	E. J. Squiers		Chas. Hazenthal[1]
†Courier (m) (I) *S (mer.) (86)	61,501	.13	.13	William J. Conners, Jr.	D. S. Taylor	D. S. Taylor	C. McChesney	Wm. S. Bennett	Wm. S. Bennett	M. R. Clissold	Rob't Bulger	Frank McCormick	Andrew Bennett
Sunday edition	111,924	.22	.22										
Enquirer (I) (mer.) (86)	22,124	.09	.09	W. J. Conners, Jr.	John Tranter	John Tranter	Marshall Taylor	Wm. S. Bennett	Wm. S. Bennett	M. R. Clissold	Jerry Vandewater	Andrew Bennett	Andrew Bennett
†Express (m) (R) (*8) (55)	46,434	.10	.10										
Sunday edition	53,522	.14	.14	Wm. M. Ramsdell	James W. Greene	Burrows Matthews	Fred M. McLellan				Frank J. Clancey		
News (R) (E) (76) (mer.)	119,754												
Times (m) (D) (E)* S (mer.) (146)	90,598	.21	.19	Edward H. Butler	Edward H. Butler	Marc A. Rose	William F. O'Connell		C. G. Underhill, Ass't.	Joseph F. Mella	George Therrien	E. D. Anderson	
Sunday edition	92,342	.18	.18	Norman E. Mack	Norman E. Mack	John D. Wells	J. V. S. Bowen	Thomas M. Clark	M. D. Condon	Frank L. McGrath, Harry E. Pocock[3]	M. D. Treble	P. J. Schreiber	William Meyers
CANANDAIGUA, 7,356.													
Messenger (I) (33-72)	6,037	.02	.017	James A. Easton	James A. Easton	James A. Easton	E. H. Gooding	Walter E. Moss	Walter E. Moss	Geo. E. Comstock	Walter E. Moss	Geo. E. Comstock	Harry Eiseline
CATSKILL, 4,728.													
Mail (D) (J) (109) (d)	1,890	.035	.025	M. Edw. Silberstein	M. Edw. Silberstein	Gilbert H. Benedict	Miss M. Parker	M. Edw. Silberstein	M. Edward Silberstein	W. P. Fisher	M. Edw. Silberstein	M. Edw. Silberstein	Wm. Gallt[2]
COHOES, 22,987.													
American (I) (J) (70-147)	9,906	.04	...	Cohoes American, Inc.	F. V. Kennedy	F. V. Kennedy	B. Calkins	J. J. Wallace	J. J. Wallace	W. P. Fisher	A. A. Scully	A. A. Scully	H. Bassette[2]
CORNING, 15,820.													
Leader (I) (J) (109)	7,819	.04	.029	Edwin S. Underhill		John F. Rolfe	Leon J. McCarty		E. S. Underhill, Jr.	James J. Barrett	W. A. Underhill		W. H. Older[1]
CORTLAND, 13,294.													
Standard (R) (J) (109-118)	5,615	.035	.025	Cortland Stan. Ptg., Inc.	William H. Clark	Ed. D. Blodgett	Edward D. Blodgett	Wm. H. Clark	Edw. H. Clark	E. H. Stanley, Edward H. Clark[2]	William H. Clark	William H. Clark	Ed. H. Clark, E. J. Ryan[1]
DANSVILLE, 4,681.													
Breeze (R) (J) (4)	1,450	.018	.018	B. H. Knapp									G. R. Fullmer[1]
DUNKIRK, 19,336.													
Observer (41)	3,798	.025	...	Dunkirk Printing Co.	Gerald B. Williams								
ELMIRA, 45,305.													
Advertiser (I) (E) (92)	9,768	...	...	Elmira Star-Gaz., Inc.	Roy D. Waid	Frank E. Gannett	Roy E. Waid	Frank E. Tripp	F. E. Tripp	John L. Fiester	James Peck	E. L. Van Ness	Frank J. Genger
Star-Gazette (I) (E) (92)	24,913	.11	.08	Elmira Star-Gaz. Co.	Geo. S. Crandall and M. D. Richardson	Frank E. Gannett	John T. Calkins	Frank E. Tripp	F. E. Tripp	Warren M. Ingalls	O. L. Rolls and H. Baltz	M. Dubl	
Sunday Telegram edition	23,500	...	...										
FLUSHING, 15,000.													
Journal (I) (J) (41)	6,200	.03	.03	J. H. Ridenour			Frank Bouse			Joseph P. Hemler			
Times (4)	4,050	.03	...	Flushing Times Pub. Co.	James F. Conroy								
FREEPORT, 8,599.													
Daily Review (R) (J) (41)	4,821	.03	.03	James E. Stiles	James E. Stiles	James E. Stiles	James E. Stiles	James E. Stiles	James E. Stiles	Albert S. Brodeur	William J. Peters	Albert S. Brodeur	Robert Gow, Wilbur Raynor[1]
GENEVA, 14,648.													
Daily Times (R) (106-75)	5,457	.04	.028	G. B. Williams	W. A. Gracey	W. A. Gracey		G. B. Williams					
GLENS FALLS, 16,638.													
†Post-Star (I-D) (J) (70)	8,126	.035	.027	Glens Falls Post Co., Inc.		Claude Fox		J. Irving Fowler	Arthur P. Irving	Arthur P. Irving	Robert Russell	Arthur P. Irving	Edward Lance, John Lamoy[1]
Times (I-R) (J)	6,361	.025	.025	Glens Falls Pub. Co.	Frederick G. Bascom			C. V. Furness	C. V. Furness	F. N. Pulver			John Jones[1]
GLOVERSVILLE, 22,075.													
†Herald (I-R) (J) (92)	5,619	.03	.03	E. H. Cullings		Roy E. Fairman	Harry E. Smith	E. H. Cullings	E. H. Cullings	James A. Beach	Fred C. Miller	M. Meyers	James Eaton[2]
Leader-Republican (R) (J) (94-126)	6,709	.03	.03	Wm. B. Collins Co.		Frank L. Rogers	Walter F. Hine		Edw. H. Mills	Jack R. Paul	Fred Arn	Kenneth Pickering	Clarence Wilmot[1]
HERKIMER, 10,453.													
Telegram (I) (J) (none) (d)	3,050	.011	.011	Herkimer Telegram Pub. Co.	W. P. Small	W. P. Small	W. P. Small	John Richardson	John Richardson				B. Miller[2]
HORNELL, 15,025.													
Tribune-Times (I) (J) (109-118)	6,964	.035	.035	W. H. Greenhow Co.				Mrs. Olive G. Bulsch	Mrs. Olive G. Bulsch	Mrs. Olive G. Bulsch	E. L. Foster	Mrs. Olive G. Bulsch	A. H. Howard, Harvey Wicks[2]
HUDSON, 11,745.													
Star (I-R)		.017	.017	A. W. Fell	Albert W. Fell	F. L. Kent		E. C. Van Loan		N. R. Bowers			
Register (D) (J) (109-118)	2,829	.025	.025	Record P. & P. Co.	Fred J. Cook	Raymond D. Kennedy			William S. Decker				W. E. Bert[1]
ITHACA, 17,004.													
Journal-News (I) (92)	7,221	.04	.021	Ithaca Journal News, Inc.	Harry G. Stutz	Harry G. Stutz	Lionel E. Mintz	John W. Baker		Wester W. Baker	L. V. Lewis	L. S. Pickering	
JAMESTOWN, 38,917.													
Journal (R) (J) (70)	8,456	.03	.025	Journal Ptg. Co.	Fred P. Hall	James A. Clary	E. B. Briggs	Fred P. Hall	Henri M. Hall	Levant M. Hall	H. B. Leonard	M. A. Case	
†Post (R) (13)	10,380	.035	...	Post Pub. Co.	Edward L. Allen		J. Harold Swanson		Robert K. Beach	Oliver W. Bunting	W. G. Russell		
KINGSTON, 26,688.													
Freeman (R) (J) (109-118)	7,535	.03	.04	Freeman Pub. Co.	Jay E. Klock	Abraham W. Hoffman	Chester Doolittle		Harry du Bois Frey	Eugene Cornwell, Harry du Bois Frey	Eugene Cornwell	Miss Mae Brodhead	James E. Low, Peter Spotz[1], Emil Amiel
†Leader (D) (J)	2,895	.025	.025	The Leader Co., Inc.	Thomas J. Comerford	Thos. J. Comerford	Floyd G. Edinger	Ira V. D. Warren	Ira V. D. Warren	P. G. McGuire	Wilbur C. Young	Wilbur C. Young	Ernest Halsted[2]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
LACKAWANNA, 17,912.													
Journal (I-R) (J) *Sat. (32)	3,124	.025	.025	Quincy Leckrone & Sons	Quincy Leckrone								
LITTLE FALLS, 13,029.													
Times (I) (J) (109-118)	4,092	.02	.018	The Crowley Co.	John Crowley	John Crowley	John Crowley	John Crowley	K. F. Crowley	H. B. Mealus			Chas. D. Crowley
LOCKPORT, 21,308.													
Union Sun & Journal (I) (70)	7,974	.035	...	Union-Sun & Journal, Inc.	T. E. Brundage	T. E. Brundage	J. J. Roberts	E. D. Corson	G. E. FitzSimmons	G. E. FitzSimmons	G. E. FitzSimmons	G. E. FitzSimmons	R. H. Quattlebaum
LONG ISLAND CITY (Queens), 469,042.													
Star (I-D) (63)	18,507	.08	.07	Long Is. Star Pub. Co.	LeRoy L. Smith	David Butler	David Butler	LeRoy L. Smith	Le Roy L. Smith	Robert J. Setchanove	Frank Bishop	Wm. C. Fowley	
MALONE, 7,556.													
Telegram (R) (none) (d)	4,587	.02	.025	Malone Telegram Co.	Charles M. Redfield; Leon L. Turner and Doug. N. Callender								
MECHANICSVILLE, 8,166.													
Hudson Valley Times (I) (J) (109-118)	2,020	.05	.05	Hudson Valley Times Co., Inc.	George B. Peckham	Ranulf Compton			George B. Peckham				Charles Sherman; C. M. Atkinson
MEDINA, 6,237.													
Journal (R) (J) (4) (d)	2,002	.021	.021	Medina D. J. Pub. Co.	Alonzo L. Waters	W. John Hinchey				Alonzo L. Waters			
MIDDLETOWN, 18,420.													
Herald (m) (I) (J) (8)	5,412	.025	.02	Orange Co. Herald Pub. Co., Inc.	R. S. Carver	Leigh R. Hawley	S. Cohen	R. S. Carver		Herman Frick	F. T. Carver	F. A. Treyz	Fred Quackenbush[2]
Sunday edition	5,412	.03	.02										
Times-Press (R) (J) (E) (109)	6,278	.05	.032	Stivers Ptg. Co.	John D. Stivers	Ralph P. Bull	Ralph P. Bull	H. A. MacGowan	H. A. MacGowan	John D. Schultz; H. A. MacGowan[2]	Elmer E. Decker	John D. Schultz	Elmer M. Hunter; Frank M. Cox[1]
MOUNT VERNON, 42,726.													
Argus (I) (41-75)	8,755	.03	.025	Franklin A. Merriam	Maurice S. Porter		William J. Stevens			Louis G. Speidell			
NEWBURGH, 30,366.													
News & Journal (R) (J) (109-118)	11,108	.05	.05	Newburgh News Ptg. & Pub. Co.	Frederick W. Wilson	Calvin D. Myers	Edw. P. Dunphy	Frederick H. Keefe	Frederick H. Keefe	Harry Cohen; Fred. H. Keefe[2]	Prestley McLaughlin	Anna C. Stapleton	Robinson Bentley[2]
NEW ROCHELLE, 36,213.													
Standard-Star (41) (I)	4,250	.04	.025	T. Harold Forbes (Westchester Newspapers, Inc.)	T. Harold Forbes	T. Harold Forbes	R. J. Fanning	T. Harold Forbes	T. Harold Forbes	T. Harold Forbes			Edw. Brophy
NEW YORK, 5,620,048.													
†American (m)	330,816	.60	...	Star Co., Publishers	William R. Hearst	F. J. McCarthy	Victor Watson	Bradford Merrill	H. M. Roberts	E. M. Swasey	Joseph D. Bannon	M. P. Goodfellow	James Tole
Sunday edition	1,056,270	1.25	...										
†Bond Buyer (d) (none)	....	.25	...	The Bond Buyer	Sander Shanks, Jr.	A. T. Baxter		Sanders Shanks, Jr.		Upton Liptrott			
Bronx Home News (m) (I) (J) (E) (119)	....	.25	...	Bronx Home News Pub. Co.	Edward Maxwell		Harry Goodwin	James O. Flaherty	F. J. Gibson	H. J. Clarke	John P. Fitzmaurice	James Higgins	
Sunday edition	100,000												
†Commercial (140)	12,102	.24	...	Russell R. Whitman	Guy W. Beardsley	C. R. Barth	L. Edwards	Russell R. Whitman	Millard F. Taylor	L. C. Paine	L. Gauthier	L. C. Paine	W. J. Baker
Financial America	1,980	.12	.12	N. Y. News Bureau Ass'n.	Geo. J. Hurst	Waldo Moore Condon	Charles A. Dochez	M. J. Woodworth	Edward Rascovar	Edward Rascovar	George J. Hurst	John J. Kennedy	Clarence Mitchell
†Herald (m) (I-R) (E) *S (32-82)	175,403	.41	.18	Frank A. Munsey	Charles Lincoln	Keats Speed	D. F. Perrin		Edwin S. Friendly	William Severn; Winfield Urimy[3]	J. E. Hasenack	H. Goldman	J. E. Martin
Sunday edition	188,304												
†Financial News (none)	....	.25	.25	J. M. Torr	I. M. Torr	F. G. Reynolds	R. P. Mills	J. M. Torr					
Journal (E) (39-16)	606,473	1.25	...	James C. Dayton	Arthur Brisbane	J. R. Hastings		James C. Dayton	James C. Dayton	E. M. Alexander; W. G. Hobson[2]	J. D. Bannon	W. E. Kernahan	J. Healy
L. I. Jamaica Press (I-D) (J) (41)	12,500	.05	.05	L. I. Farmers' Pub. Co.	J. O. Neill	R. L. Marvin		R. L. Marvin		R. Hakin	R. Tunnell	H. Stalls	H. J. Young; M. Rich[1]
†Journal of Commerce (I) (18-36)	24,988	.24	...	Journal of Commerce and Commercial Bulletin	Dr. H. Parker Willis	V. Gilmore Iden		R. R. Gavin	Mason Peters	M. Hallowell	L. A. Slacken	B. Liebenstein	V. B. Sweeney
†News (m) (I) (59)	633,578	.92	.62	J. H. Patterson & R. R. McCormick	J. M. Patterson and R. R. McCormick	P. A. Payne	F. Hause	W. H. Field	J. W. Barnhart	R. T. Wilken; H. B. Sherwood[3]	J. S. Sullivan		J. Gow
Sunday edition	567,381	.62	.66										
†News Record	18,165	.20	...	Daily Trade Record Co.	M. Smith	E. W. Fairchild	S. S. May		L. E. Fairchild		W. W. Nugent	L. E. Williams	G. W. Juller
Post (I) *Sat. (23-113-102)	30,338	.30	.25		D. E. Smiley	C. McD. Puckette	V. S. Byers	J. C. Martin	C. C. Lane	Harry Brown	J. M. Annenberg		
Saturday only	42,228												
Telegram and Evening Mail (m) (86)	134,045	.27	...	Fred A. Walker	Fred A. Walker		Andrew W. Ford	Fred A. Walker		Jerome J. Vogel	James J. Winters	Gilbert N. Gunderson	
Sunday evening	122,082												
†Telegraph (m) (I-D) *S	43,958	.255	.255	William E. Lewis	William E. Lewis	Frank J. Price	Thomas Price	William E. Lewis	John J. Nell	Charles G. Snyder	Victor Ryberg		J. B. Starkey
Sunday edition	47,215	.298	.298										
†Times (m) (I) *S (113-12)	333,498	.572	.489	Adolph S. Ochs	Rollo Ogden	Carr V. Van Anda	Osmund Phillips		Louis Wiley	B. T. Butterworth	Chas. Flanagan	W. W. Miller	Charles F. Hart
118) Sunday edition	535,542	.70	.601										
†Tribune (m) (R) *S (51)	132,777	.30	.13	New York Tribune, Inc.	Ogden Reid	Julian S. Mason	Fred Edwards		Howard Davis	U. S. G. Welsh	C. H. Sandkam	William Barrows	A. H. Burns
		.38	.38										
Sunday edition	135,846												
Sun and Globe (R) (E) (32-82)	235,513	.48	.25	Frank A. Munsey	H. J. Wright	Wm. Chenery	E. P. Barnett		E. S. Friendly	E. A. Sutphin; C. F. Carrington[2]	J. E. Hasenack		J. E. Martin
†Wall Street Journal (I)	21,883	.25	...	Dow, Jones & Co.	W. P. Hamilton	W. P. Barclay	K. C. Hogate	C. W. Barron	Joseph Cashman	E. B. Ross	J. E. Miller	E. B. Ross	David O'Connell
Women's Wear	27,057	.20	...	Women's Wear Co.	E. Doorly	E. W. Fairchild	J. Bernstein		L. E. Fairchild		W. W. Nugent	L. E. Williams	G. W. Juller
†World (m) (I) (J) (E) *S (mer.) (99-102)	354,114	.44	.44	Press Pub. Co.		Herbert B. Swope	James W. Barrett	Florence D. White	J. F. Brennahan	Hal Fink	N. R. Hoover	Frank McCabe	G. S. Williamson; W. C. Ring[1]; Glenn S. Williamson
Sunday edition	550,298	.44	.44										
Evening World (I) (J) (E) (mer.) (99-102)	272,820	.59	.44	Press Pub. Co.	H. A. Pollard	John H. Tennant	John W. Rainey	Florence D. White	J. F. Brennahan	Hal Fink	N. R. Hoover	Frank McCabe	L. E. Owens; W. C. Ring[2]
NIAGARA FALLS, 50,760.													
Gazette (I-R) (J) (63) (mer.)	15,867	.055	.035	N. Falls Gas. Pub. Co.	N. F. Maddever		J. S. Ormsby	A. C. Deuel		M. B. Norten; A. C. Deuel[2]	F. S. Ohrt		L. S. Chandler[1]
NORTH TONAWANDA, 25,550.													
News (I-R) (149)	3,649	.02	.02	C. E. Hewitt			E. H. Hewitt			Clarence Creekmore			
NORWICH, 8,269.													
Sun (R) (109)	2,930	.023	.021	Norwich Pub. Co.	P. L. Clark	Wm. H. Clark	M. E. Bellinger	Wm. H. Clark	Wm. H. Clark	Roger H. Clark; Wm. H. Clark[3]	T. Yarrington	Roger H. Clark	G. R. Davis[2]
NYACK, 4,444.													
Journal (I) (J) (41)	2,300	.025	.018	Chas. Brace	Chester Brown				Chas. Brace				A. Hardman[2]
News (D) (J) (31) (d)	1,680	.025	...	W. E. Williams									W. E. Williams[1]
OGDENSBURG, 14,609.													
†News (D) (m) (J) (none)	3,570	.021	...	Ogdensburg News Co.	Henry Holland	W. H. Pearson	Lawrence J. McCarthy	W. H. Pearson	W. H. Pearson	W. H. Pearson	W. H. Pearson	W. H. Pearson	Edward Lesperance[2]
Sunday edition	3,570												
†Republican-Journal (R) (J) (122-72)	4,807	.03	.025	A. E. Sansoucy	Henry Belgard	A. E. Sansoucy	Henry Belgard	A. E. Sansoucy		Geo. C. Marclay			Bert Morgan[1]
OLEAN, 20,506.													
Herald (I) (J) *Sat. (109-118)	4,825	.025	.016	W. L. Ostrom (Olean Herald Co., Inc.)	W. L. Ostrom	M. C. Ostrom	H. W. Wright		S. W. Ostrom	M. C. Ostrom; C. E. Hanley[3]	C. D. Custer	F. M. Burger	D. E. Gibson; E. Klock[1]
Times (I) (J) (41-75)	6,940	.04	.042	M. G. Fitzpatrick	Roland D. Smith	Roland D. Smith	John Morton	M. G. Fitzpatrick	W. S. Dodson	H. A. McCaul; W. S. Dodson[3]	Geo. Hill	Marget Griffin	L. A. Johnson; A. H. Rafferty[1]
ONEONTA, 11,582.													
†Star (I) (J) (63)	7,466	.04	...	Otsego Pub. Co.	H. W. Lee	H. W. Lee	A. B. Saxton	H. W. Lee	F. M. H. Jackson	F. M. Hill			J. L. Leal[2]
OSSINING, 10,739.													
Citizen-Sentinel (I) (41-75)	2,310	.025	.025	T. F. Walsh	T. F. Walsh	T. F. Walsh	B. C. Feeney		E. Hallgeving	Kevin Morey	F. Norden		J. J. Reilly
OSWEGO, 23,626.													
Palladium (D) (109)	5,271	.025	.025	Palladium Ptg. Corp.	Clark Morrison	Clark Morrison, Jr.			Clark Morrison, Sr.	Clark Morrison, Sr.			
Times (R) (J) (41-75)	4,192	.02	.014	Oswego Times Co.	Clarence T. Leighton	Fred J. Meagher	James Slattery	Edwin M. Waterbury	H. J. Templeman	J. A. Copeland	Jason Steinberg	A. A. Burrows	Geo. C. Miller[3]

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NEW YORK—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PEEKSKILL, 15,868.													
Star (I) (109-118)	....	.025	.014	Richard E. Coons, Jr.	Richard E. Coons, Jr.	Richard E. Coons, Jr.	Michael Fenaughty	Richard E. Coons, Jr.	Albert Sayman	Albert Sayman	Albert Sayman	Albert Sayman	Albert Sayman
Union (R) (J) (41-75)	2,803 2,900	.025	...	Cassius M. Gardner, Sr.	Cassius M. Gardner, Sr.	Cassius M. Gardner, Jr.	Casper L. Whitney		Harry B. Foshoy				C. M. Gardner, Jr. Chas. Francis[1]
PLATTSBURG, 10,909.													
†Press (R) (J) (none)	3,694	.025	.025	Sentinel Pub. Co.	T. H. Weldon			William M. Lynch	William M. Lynch	William M. Lynch	H. F. Mullarky		J. H. Bentley
†Republican (D) (none) (d)	3,001	.021	...	Republican Pub. Co.	C. K. Franklin	C. K. Franklin	C. K. Franklin	Thomas M. Farrell	Thomas M. Farrell	Thomas M. Farrell	M. H. Farrell	M. H. Farrell	T. J. Sullivan[1] Edward Buska
PORT CHESTER, 16,573.													
Item (R) (J) (41-75)	4,409	.03	.021	Item Press, Inc.	Thos. J. Blain	Clarence H. Wilson	Edw. J. Hughes	Clarence H. Wilson	Arthur C. Saunders	Arthur C. Saunders	Arthur C. Saunders	Grace R. Rathgeb	Frank Anyan[2]
PORT JARVIS, 10,171.													
Gazette (D) (J) (none)	1,979	.01	.01	Daniel F. Cock	Mark V. Richards			Daniel F. Cock					
Union (R) (J) (none)	2,228	.015	.01	F. R. Salmon	F. R. Salmon	D. N. Raynor	A. L. Stage	Fred D. Salmon	Fred D. Salmon	Wm. O. Cooley			Fred W. Schlund[2]
POUGHKEEPSIE, 35,000.													
Courier (Sunday only) (I) (63)	13,429	.05	.03	Estate of Arthur G. Tobey	Mark G. Du Bois		Walter S. Leach	Earle D. Tobey		John R. Sullivan			Joseph Mertz
†Eagle-News (R) (70-147)	6,321	.035	.025	Platt & Platt, Inc.	Francis W. Platt	William E. Seely	Ira George Quint	Francis W. Platt	William Wetzel	William Wetzel			
Star & Enterprise (D) (109)	11,862	.05	.043	Poughkeepsie Pub. Corp.	Arthur A. Parks	P. Bankson	S. Horton	Arthur A. Parks	R. Brown	E. L. Owen R. Brown[3]	C. Young	J. Galligan	
ROCHESTER, 295,750.													
†Democrat & Chronicle (m) (R) (J) *S (13)	58,929	.18	...	Rochester Ptg. Co.	A. C. Ross		H. C. Harris	F. S. Todd		F. G. Beach	R. D. M. Decker	Fred Guilford	John H. Davis[3]
Sunday edition	64,268	.20	...										
†Herald (m) (I) (J) (E) (20)	25,264	.08	.08	Rochester Her. Co.		William D. Manning			M. Bruce Potter	W. A. Pfaff E. C. Mason[3]		K. O. Tinkham	Henry D. Henderson[3]
Sunday edition	19,643												
Journal & Post-Express (m) (121-39-16)	36,402	.16	.16		Arthur Brisbane	Harry Gray	W. C. Broadbrooks	Frank B. Wilson	H. W. Cruickshank	F. J. Rohr	H. H. Irish	D. K. Wilson	William A. Rossetti
Sunday edition	63,066	.22	.22										
Times-Union (E) (92)	63,697	.18	...	F. E. Gannett	F. E. Gannett	Roy Kates	Norman Nairn		W. W. Oliver	Frank Wood	Frank Roberts		C. W. Gibbs
ROME, 26,341.													
Sentinel (I-D) (J) (109)	6,354	.04	.038	Rome Sentinel Co.	A. C. Kessinger	A. R. Kessinger	W. O. Jenks	A. R. Kessinger	W. P. Doyle	W. J. Lackey W. P. Doyle[3]	A. R. Kessinger	W. P. Doyle	F. C. Campbell[1]
SALAMANCA, 9,276.													
Republican Press (R) (J) (none)	2,050	.011	.011	B. B. Weber, Math. Weber	Matthew Weber	Matthew Weber	John L. F. King		Mathew Weber	B. B. Weber			A. F. Baldwin[2]
SARATOGA SPRINGS, 13,181.													
Saratogian (I) (41)	7,866	.04	...	John K. Walbridge	W. Howard Moody		W. S. Hill	J. K. Walbridge	J. K. Walbridge	Wm. G. Kern			
SAUGERTIES, 3,928.													
Post (R) (J) (4) (d)	735	.014	.014	Saug. Telegraph Co.	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	J. W. Frankel	
SCHENECTADY, 88,723.													
†Gazette (D) (J) (9)	21,434	.06	.05	Daily Gazette Co.	Dudley T. Hill	Dudley T. Hill	D. W. Benjamin	A. N. Liecty	A. N. Liecty	R. L. Hall	Robert Hurley	R. L. Hall	Fred Frost[1]
Union-Star (I-R) (J) (48)	14,506	.045	.04	Schen. Union Pub. Co.	Walter Main	Ray A. Mowers	Ray Mowers	F. R. Champion	F. R. Champion	E. R. Cullings	J. T. Henley	Andrew Pease	O. Maynard L. Burt[1]
STATEN ISLAND, 115,960.													
Advance (I) (41-75)	13,111	.05	.04	S. I. Newhouse	St. John McClean	St. John McClean	St. John McClean	S. I. Newhouse	Wm. Wolfe	Wm. Wolfe	George Rosoff	Theo. Newhouse	Peter McGurk
SYRACUSE, 171,717.													
Herald (I) *S (120-62)	41,088	.18	.13	Edward H. O'Hara	John B. Howe	John Dunn	Robert D. Chryst	E. A. O'Hara	Edwin F. McIntyre	George N. Graham	Geo. N. Graham	G. F. Mellen	James Scanlon
Sunday edition	75,487												
Journal (I-R) (mer.) (22)	41,640	.12	.12	Harvey D. Burrill		F. Howard Hosmer	J. Harold Slater		W. Howard Burrill	Curtis E. Van Dyke	Robert S. Weir	Chauncey Hurley	
Post-Standard (m) (I) *S (mer.) (13)	56,826	.15	.15	J. D. Barnum	W. P. Baker	Horace P. Bull	Michael Brewster		R. W. Disque	R. W. Andrews	Clarence Hixson	H. T. McAllister	
Sunday edition	52,721												
Telegram (121-39-16)	26,583	.10	.06	M. M. Lord		J. E. Watson	J. F. Cullen			F. B. Stuart	H. H. Kentor		
Sunday American	76,096	.15	.07										
TARRYTOWN, 11,734.													
News (R) (41)	2,125	.025	.025	VanTassel & Odell, Inc.	Wallace Odell					W. J. Cannon			
TONAWANDA, 10,068.													
News	3,967	.02	.02	C. E. Hewitt	C. E. Hewitt	C. E. Hewitt	R. A. McAghon			L. A. Jones	E. Lewis	L. A. Jones	C. A. Martin
TROY, 72,013.													
Budget (Sunday only) (R) (J) (none)	....	.05	.05	Curry and MacNaughton	Thomas H. Curry	Albert A. MacNaughton	P. H. Sullivan	M. F. Collins	T. H. Curry	E. J. Young	W. I. Sheldon	B. Young	E. A. Rand Wm. Denike[1]
Observer (Sunday only) (D) (J) (70-147)	10,500	.025	.025	M. F. Collins	M. F. Collins	F. M. Collins	F. M. Collins		H. W. Slocum	J. E. Collins	E. R. Collins		W. J. Tyner[2]
†Record (I-R) (48)	5,645	.05	.05	Troy Record Co.	Dwight Marvin		C. A. McGrath, P. M. and L. Donavan, A. M.	D. B. Plum	D. B. Plum	J. A. Viger D. B. Plum[3]	E. G. Buck		G. Hutchinson
Evening edition	17,782												
Total	23,427												
Times (R) (J) (156)	18,094	.04	.035	John M. Francis and Wm. H. Anderson	James H. Potts		James M. McGrath		John J. McLaughlin	John P. Ruddy Rob't P. Anderson[3]	Micheal J. Sheridan		Chas. K. Kaufmann Horace Rescott[1]
UTICA, 94,156.													
†Press (I) (mer.) (146)	28,525	.06	.06	The Utica Daily Press Co.	Paul B. Williams	Harry A. Fox	Frank E. Carney		William V. Jones	Russell C. Harris William V. Jones[3]	Alfred W. Cockerill	Russell C. Harris	
Observer-Dispatch (I) (m) (92)	36,690	.09	.06	Utica Observer-Dis., Inc.	Frank E. Gannett	William E. Weed	Stanley L. Clarke	Prentiss Bailey	Prentiss Bailey	Harry J. Benner Arthur F. Keilbach[3]	Daniel W. Tanner	William Baaske	Leon W. Parmiter
WATERTOWN, 31,285.													
Standard (R) (71)	12,539	.055	.055	Standard Pub. Co.	George A. Glynn		J. Durkin	A. B. Parker	A. B. Parker	H. W. Fischer	F. O. Conley	C. Dailey	H. Canfield
Times (R) (146)	13,957	.07	.07	Chas. H. Congdon	Harold B. Johnson	Harold B. Johnson	Howard Palmer	Chas. H. Congdon	Chas. H. Congdon	Clarence M. Kendall			
WELLSVILLE, 5,046.													
Reporter (I) (none)	....	.018	...	The Reporter Co.	E. W. & C. M. Barnes								
WHITE PLAINS, 21,031.													
Reporter (I) (41)	6,142	.04	.04	W. Lee Tuller	Walter V. Hogan	Walter V. Hogan	John Tobyansen	W. Lee Tuller	W. Lee Tuller	John Lynch	Joseph W. Hogan	Ed. F. Keeffe	Norman Lease
YONKERS, 100,176.													
Herald (J) (41-75)	12,616	.06	.055	Frank E. Xavier	Frank E. Xavier	Frank E. Xavier	Paul Palmer	Frank E. Xavier	Frank E. Xavier	Justin X. McCarthy	John Brennan	Charles F. Demarest	Edward Fitzpatrick[2]
Statesman (R) (106-5)	4,981	.025	.025	Yonkers Statesman Corp.		Norman H. Orr			Fred Frick				William Bennett

NORTH CAROLINA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ASHEVILLE, 28,504.													
†Citizen (m) (I-D) *S (73)	11,760	.055	.035	George Stephens and Chas. A. Webb	Chas. K. Robinson	M. R. Dunnagan	M. R. Dunnagan		W. Randall Harris	C. R. McIntire A. D. La Prade, Jr.[3]	E. E. Stafford	Jno. W. Crowell	
Sunday edition	12,421												
Times (m) (I-D) (none)	7,246	.04	...	P. M. Burdette	D. Hiden Ramsey	W. C. Hendricks		P. M. Burdette		J. J. Jelks	W. O. Boger		
Sunday edition	5,889												
BURLINGTON, 9,592.													
News (I) (J) (E) (56)	2,300	.025	.025	Burlington News Co.	O. F. Crowson					O. F. Crowson, Jr.			
CHARLOTTE, 46,338.													
News (m) (D) (J) (20)	12,562	.06	.06	News Pub. Co., Inc.	Julian S. Miller	J. A. Daly	Julian S. Miller	W. C. Dowd	W. C. Dowd, Jr.	W. M. Bell	S. D. Bagwell	W. J. Horton, Jr.	W. E. Adams J. V. Simms[1]
Sunday edition	11,900												
†Observer (m) (D) (139)	24,609	.07	...	Observer Co.	Wade H. Harris	James A. Parham	W. K. Young		A. W. Burch	T. J. Pierson A. W. Burch[3]	H. J. Strickland	H. C. Fallows	H. Funtress
Sunday edition	28,744	.08	...										
CONCORD, 9,993.													
Tribune (D) (J) (d) (56)	2,150	.021	.021	J. B. Sherrill	W. M. Sherrill	J. B. Sherrill	W. M. Sherrill	J. B. Sherrill	J. B. Sherrill	A. C. Cline J. B. Sherrill[3]	J. B. Sherrill	J. B. Sherrill	R. P. Benson[1]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
DURHAM, 21,719.													

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
DURHAM, 21,719.													
†Herald (m) (73)	8,911	.04	.029	E. T. Rollins	W. N. Keener	G. S. Jacobs	Wyatt Dixson	E. T. Rollins	E. T. Rollins	M. F. Murdaugh	C. C. Council	R. S. Thomas	J. B. Taylor
Sunday edition	9,044												
Sun (m) (I-R) (21)	3,800	.03	.02	Oscar G. Barker	Oscar G. Barker	John R. Barry	S. S. Farabow	Oscar G. Barker	Oscar G. Barker	L. F. Black	O. A. Robinson		Fred Amos
Sunday edition	3,800												
EDENTON, 2,777.													
News (D) (J) (31)	1,260	.018	.018	R. G. Shackell	R. G. Shackell								J. E. Bufflap; Le Roy Harris[1]
ELIZABETH CITY, 8,925.													
Advance (I-D) (J) (none)	1,725	.021	.021	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele	Herbert Peele[3]
FAYETTEVILLE, 8,877.													
Observer (I) (21)	3,666	.035	.016	Fayetteville Pub. Co.	G. G. Myrover	Will E. Hayes	Will E. Hayes	N. B. Jones, Jr.	N. B. Jones, Jr.	Dewey M. Murphy	Frank N. Patterson	Dewey N. Murphy	S. S. Turner
GASTONIA, 12,871.													
Gazette (I-D) (none)	3,790	.03	.02	Gazette Pub. Co.	H. A. Query	J. W. Atkins	J. J. Wade		E. D. Atkins	James W. Atkins; E. D. Atkins[3]	R. R. Stowe	I. L. Allen	O. O. Baber
GOLDSBORO, 11,296.													
Argus (D) (J) (d)	1,800	.018	.014	J. E. Robinson	J. E. Robinson			J. S. Robinson	Jos. E. Robinson	S. N. Powell		Gertrude Hall	Raymond Pollack[1]
†News (m) (D) (4)	2,500												
Sunday edition	2,500	.025	...	W. W. Minton	R. F. Beasley	W. W. Minton	W. W. Minton	W. W. Minton	W. W. Minton	D. C. Green	A. C. Spruil	N. C. Bizzell	Ernest Pate
GREENSBORO, 19,861.													
†News (m) (I) (35-81)	21,530	.06	...	Greensboro News Co.	Earle Godbey	A. L. Stockton	Lenoir Chambers	E. B. Jeffress	E. B. Jeffress	W. S. Dickson; P. D. Yeates[3]	W. T. Corbin	C. J. Lambe	L. C. Penry
Sunday edition	29,308	.07											
Record (D) (56) (m)	6,982												
Sunday edition	6,982	.04	.04	J. M. Reece Pub. Co.	J. D. Dickson	John D. Dickson							
GREENVILLE, 5,772.													
Reflector (D) (21)	2,343	.025	.02	D. J. Whichard, Jr.	M. I. Bowling								
HENDERSON, 5,267.													
Dispatch (D) (56)	1,953	.02	.016	Henderson Dispatch Co., Inc.	Henry A. Dennis	Henry A. Dennis	Henry A. Dennis		M. L. Finch	M. L. Finch	S. A. Jones	M. L. Finch	S. A. Jones
HICKORY, 5,076.													
Record (I) (J) (56)	1,836	.018	...	Clay Printing Co.	S. H. Farabee	S. H. Farabee			J. C. Miller		M. Miller	M. Miller	George M. Kinard; J. C. Miller[1]
HIGH POINT, 14,302.													
Enterprise (I) (56)	3,415	.025	.025	J. P. Rawley	C. M. Waynick	C. M. Waynick	J. Worth Bacon	J. P. Rawley	J. P. Rawley	Dan R. Schroder	S. T. Bryan	J. J. Tolman	B. C. Younts
KINSTON, 9,771.													
Free Press (I-D) (J) (106-5)	2,148	.02	.012	H. Galt Braxton	H. Galt Braxton	H. Galt Braxton	C. W. McDevett	H. Galt Braxton	H. Galt Braxton	R. E. Todd			
†News (m) (D) (none)	2,282	.021	...	Kinston Pub. Co., Inc.	C. F. Carroll	C. F. Carroll							
Sunday edition	2,282												
LEAKSVILLE, 13,811.													
Tri-City Gazette (D) (J) (31)	1,100	.02	.02	Gazette Ptg. Co.	M. E. Murray	D. N. Paschal	M. E. Murray	M. E. Murray		D. N. Paschal			D. N. Paschal[3]
NEW BERN, 12,198.													
†New Bernian (m) (D) (21)	3,045	.04	...	J. B. Dawson	H. J. Crumpler; S. B. Bledsoe	J. B. Dawson	N. G. Gooding				Mrs. J. B. Dawson		C. W. Bilger
Sun-Journal (I-D) (21)	3,175												
Sunday edition	6,220										Mrs. J. B. Dawson	Mrs. J. B. Dawson	H. D. Shackleford
RALEIGH, 24,418.													
†News & Observer (m) (D) (20)	26,423	.07	...	News & Observer Pub. Co.	Josephus Daniels	R. W. Heywood	Frank Smithwick	Josephus Daniels, Jr.	Josephus Daniels, Jr.	Josephus Daniels, Jr.	Will X. Coley		L. F. Alford
Sunday edition	30,943												
Times (I) (21)	8,401	.04	.035	John A. Park	O. J. Coffin	Robt. M. Duckett	Robt. M. Duckett		J. L. Marcom	W. N. Penny	C. H. Herring	Paul Riddle	Chas. B. Park
ROCKY MOUNT, 12,742.													
Telegram (I-D) (J) (56-81)	3,228	.021	.021	Rocky Mt. Pub. Co.	J. L. Horne, Jr.	J. L. Horne, Jr.	H. W. Kendall		P. B. Doub	P. B. Doub; J. L. Horne, Jr.[3]	J. P. Ricks	C. V. Smith	J. D. Hartness; A. S. Jones[4]
SALISBURY, 13,884.													
Post (I-D) (56)	6,243	.03	.03	Post Pub. Co.	J. F. Hurley	E. W. G. Huffman	F. B. Irvin		J. F. Hurley, Jr.	J. F. Hurley, Jr.	M. S. Meecham		
SCOTLAND NECK, 2,061.													
Commonwealth (none) (d)	....	.013	...	Clee Vaughan	Norfleet S. Smith								
STATESVILLE, 7,895.													
Daily (I-D) (none)	1,385	.014	.014	Pegram A. Bryant	Pegram A. Bryant	Pegram A. Bryant							
Sentinel (D) (J) (4)	1,900	.029	...	Sentinel Pub. Co.	J. L. Caton				J. J. Moroney	Bert Ayres			Thomas Johnson
TARBORO, 5,500.													
Southerner (56) (d)	1,245	.014	.014	V. Herman Creech	Paul Jones			V. Herman Creech					
WASHINGTON, 6,166.													
News (I) (J) (41-75)	1,818	.025	.025	J. A. Osborne	J. A. Osborne	J. A. Osborne	J. A. Arthur	J. A. Osborne	J. A. Osborne	J. A. Arthur	M. Osborne		H. S. Osborne[3]
WILMINGTON, 33,372.													
News Dispatch	9,007	.04	.025	Port Pub. Co.	George B. Lay	I. F. Cates	I. F. Cates	George B. Lay	George B. Lay	George B. Lay	H. W. Albertson	G. S. Smith	E. W. Harper
†Star (m) (D) (21)	7,938	.04	.03	Wilmington Star Co., Inc.	Col. Thos. W. Clawson	Lamont Smith	Owen C. Phillips	P. H. Batte		P. G. Laughridge	McCoy Morets		S. H. Cronenburg
Sunday edition	9,649												
WILSON, 10,612.													
†Mirror (m) (D) (none) (56)	2,100	.025	.015	Wilson Pub. Co.	Carl Goerch								
Sunday edition	2,100												
Times (D) (J) (31)	3,500	.029	...	P. D. Gold Pub. Co.	John D. Gold	Miss Daisy Hendley		John D. Gold	John D. Gold	J. F. Moore	Miss Ida Liverman	J. F. Moore	L. W. Hanna[1]
WINSTON-SALEM, 48,395.													
†Journal (m) (D) (9)	11,402	.04	.04	Journal Pub. Co.	Sanford Martin								
Sunday edition	12,873	.04	.04										
Twin City Sentinel (D) (56-81)	13,240	.05	.045	Sentinel Ptg. & Pub. Co.	H. R. Dwire	H. R. Dwire	H. B. Martin	Rufus Shore	Rufus Shore	H. F. Aitchison; Rufus Shore[3]	B. L. Welfare	Hal Abbott	W. R. Reeves

NORTH DAKOTA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BISMARCK, 6,951.													
Tribune (R) (J) (115-116)	3,651	.03	...	Geo. D. Mann	Geo. D. Mann	George D. Mann	Wm. S. Neal	Geo. D. Mann	Geo. D. Mann	R. C. Brandon	Beatrice Mann		Frank C. Ellsworth
DEVILS LAKE, 5,140.													
Journal (I-R) (J)	....	.025	.025	M. H. Graham	M. H. Graham	Thos. F. McCarthy		M. H. Graham	Joe Beauchamp				
FARGO, 21,961.													
Forum (I-R) (76)	15,011	.05	.05	N. B. Black	H. D. Paulson	H. D. Paulson	H. G. Hancock	Norman B. Black	Norman D. Black	Harry R. Hill	Norman D. Black	Harry R. Hill	A. Oliver; H. R. Hill[1]
†Tribune (m) (I-R) (120-62)	11,475	.05	.05	Daily Tribune, Inc.	R. Nafziger	F. Ostman	E. Olwin	J. P. Dotson	C. W. Brown			Jennie Johnson	A. Bourman
Sunday edition	12,386												
GRAND FORKS, 14,010.													
†Herald (I-R) (m) (J) (120)	9,267	.07	...	Grand Forks Herald Co.	W. P. Davies	J. B. Cooley	Doug. Larton	J. F. Bacon	J. F. Bacon	J. H. Pearson	R. H. Fadden	James Paupore	F. A. Behounek[3]
Evening edition	4,554												
Sunday edition	10,126												
JAMESTOWN, 6,627.													
Alert (I-R) (145)	1,440	.02	...	Alert Pub. Co.	W. R. Kellogg				E. V. Quimby	E. V. Quimby			
MANDAN, 4,336.													
Pioneer (R) (J) (106-126)	2,366	.025	.021	E. A. Tostevin	E. A. Tostevin	Earl H. Tostevin				W. C. Tostevin	E. D. Tostevin		C. F. Pierce[3]
MINOT, 10,476.													
News (I-R) (none)	4,122	.03	.03	H. S. Davies	H. S. Davies	W. H. Johnson	Raymond Dobson	H. S. Davies		E. C. Fuller	A. W. Lein		B. J. Bennett
VALLEY CITY, 4,686.													
Times-Record (I-R) (J) (130)	....	.018	.018	P. R. Trubshaw	P. R. Trubshaw	P. R. Trubshaw	Lynn Cowell						O. H. Mason[3]

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. *Designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

OHIO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AKRON, 208,435.													
Beacon Journal (R) (151-139)	39,204	.10	.066	C. L. Knight	C. L. Knight	John S. Knight	R. J. Henderson	C. L. Knight	John H. Barry	E. A. Neutzenholzer	H. S. Seymour	Frank J. Wynhoff	H. B. Reese
Press (I) (3)	23,288	.07	.055	Scripps Pub. Co.	L. E. Judd	L. L. Leake	H. E. Bennett		C. McTammany	W. E. Bryan	Walter E. Hoots	Frank Eastborne	
Times (m) (I-D) (48)	24,591	.06	.06	Akron Times Pub. Co.	W. Kee Maxwell	W. Kee Maxwell	Addie Adams	Ross F. Walker	Ross F. Walker	F. G. Morrison[3]; John Botzan[3]	E. C. Long	W. A. Osterday	Ray Barrett
Sunday edition	23,415												
ALLIANCE, 21,603.													
Review & Leader (R) (J) (149)	10,102	.04	.04	Review Pub. Co.	N. A. Geyer	F. A. Holles	Paul W. Reed		Paul C. Siddall	Harry Farrall; Paul C. Siddall	John Schilling	Leona Greenewalt	J. A. Sullivan; Ralph Miller[1]
ASHLAND, 9,249.													
Times-Gazette (I) (149)	5,045	.022	.028	Ashland Printing Co.	Wm. A. Duff	Edgar Koehl, Pres.	Harry Horn	Frank R. Beer	Frank R. Beer	Stuart Fluke; Bertha Kerr[3]	Florence Welch	Florence Welch	Michael Baughman
ASHTABULA, 22,082.													
Star-Beacon (R) (149)	8,469	.035	.035	C. A. Rowley	J. J. Mundy	G. H. Liggett		C. A. Rowley		J. W. Quigley	Chas. Evans		
ATHENS, 6,418.													
Messenger (R) (149)	10,310	.04	.03	F. W. Bush	F. W. Bush	C. H. Harris	Lee Dimond	F. W. Bush		P. O. Nichols; F. W. Bush[3]	W. B. Johnson	Dale Knopp	Roy Dupiler
BELLAIRE, 15,061.													
Leader (R) (106-5)	5,427	.025	...	Sherlock Bros. Pub. Co.	M. F. Sherlock	A. J. Sherlock	J. Max Duga		A. J. Sherlock	A. J. Sherlock	H. E. Sherlock	J. H. Musgat	B. A. Sherlock
BELLEFONTAINE, 9,336.													
Examiner (I) (149)	4,631	.02	.02	H. K. Hubbard & Co.	H. K. & M. J. Hubbard	M. J. and H. K. Hubbard			Frank G. McCracken				
Index-Republican (R) (106-5)	4,000	.015	.015	Bellefontaine Ptg. Co.					Barkley Schroeder				
BELLEVUE, 5,776.													
Gazette (149)	2,081	.014	...	Gazette Pub. Co.	A. C. Callaghan								
BOWLING GREEN, 5,788.													
Sentinel-Tribune (R) (J) (149)	3,293	.02	.02	Sentinel Co.	S. A. Canary		I. Lake	Alfred Haswell	Alfred Haswell	G. W. Katzenmeyer	V. Taylor		C. A. Repass; G. Elsea[1]
BUCYRUS, 10,425.													
Telegraph-Forum (I-R) (149)	7,434	.03	.025	Crawford Ptg.-Pub. Co.	J. F. Burke	Loyal Kletzein	Carl Young	Loyal Kletzein	C. G. Abbey	C. A. Abbey			W. H. Lederer
CAMBRIDGE, 13,104.													
Jeffersonian (I-D) (149)	9,938	.035	.025	Jeffersonian Co., Inc.		Harry W. Amos	F. S. Dollison	T. E. Amos		L. H. Merrick; T. S. Moorehead[3]	T. S. Moorehead		
CANTON, 87,091.													
News (m) (D) (78-67)	20,010	.055	.043	James M. Cox		H. W. Miner	W. M. Strang	C. H. Carpenter		Howard Harmony	H. M. Wheeler		
Sunday edition	16,793												
Repository (m) (R) (139)	29,045	.065	...	Repository Ptg. Co.	Geo. B. Frease	J. S. Wilhelm	C. E. Hovis	Geo. B. Frease	Wm. A. Frease, Sec'y & Asst. Gen. Mgr.	Wm. A. Ernst; William A. Frease[3]	Walter S. Brain	J. T. Barker	C. C. Prebles
Sunday edition	25,798												
CELINA, 4,226.													
Standard (D) (J) (4-31) (d)	1,865	.014	.014	F. A. Snyder		F. A. Snyder			F. A. Snyder		Carrie Fishbaugh	Carrie Fishbaugh	R. Saucher[2]
CHILLICOTHE, 15,831.													
News-Advertiser (D) (106-5)	3,712	.015	.015	News-Advertiser Co.	H. H. Bennett		J. K. Hunter	J. K. Hunter		O. O. Overly	George Ulmaier	Dorothy Phillips	Morris Small
Scioto Gazette (R) (149) (J)	4,118	.02	.01	Scioto Gazette Co.	Edwin Wenis	Jas. Hannan		Jas. Hannan	Jas. Hannan	Lucian Jenness	D. D. Dahill	Lucien Jenness	Clark Groninger[2]
CINCINNATI, 401,247.													
†Commercial Tribune (m) (R) (E) *S (35)	54,112	.14	.08	Harry W. Brown		Wade Mountfortt	R. W. Ryan	Harry W. Brown	W. B. Fortlage	Paul M. Hart	F. W. Eastin	M. D. Peffer	E. H. Ellis
Sunday edition		.16	.08										
†Enquirer (m) (I) (E) *S (78-12)	25,017	.17	.10	John R. McLean Estate	W. F. Wiley	H. M. Potter	C. A. Bocklett	W. F. Wiley	W. K. Nottingham	R. H. Ferger	H. A. Kloecker	N. A. Getlin	
Sunday edition		.35	.35										
Post (I) (E) (mer.) (3)	168,867	.28	.28	Post Pub. Co.-Scripps Howard Newspapers	E. P. Fries	John Gordon	Jno. Pennekamp	W. G. Chandler	Maurice Levy	Ralph Quinn; S. F. Koons[3]	W. R. Rauck	Leroy Berglund	H. H. Hobbs
Times-Star (R) (J) (E) (10-38)	150,166	.26	.26	Charles P. Taft	Hulbert Taft	Moses Strauss	Edw. Steinborn	C. H. Rembold	C. H. Motz	C. E. Bennett; F. J. Oexman[3]	George Fries	E. A. Sigafoose	Joseph Illig[1]
CIRCLEVILLE, 7,049.													
†Herald (4) (d)	....	.016	...	Walter C. Darst	Walter C. Darst								
Evening edition													
Union-Herald (none) (d)	....	.011	...	C. C. Chappelear	W. F. Wyley			W. F. Wyley					
CLEVELAND, 796,836.													
Metal Trade (J) (d)	5,010	.061	...	Penton Pub. Co.	J. F. Froggett		C. A. Brocklett	A. O. Backert		J. D. Pease	F. V. Cole		J. R. Dawley
News (I-R) (E) (mer.) (90)	168,823	.32	...	Cleveland Co.	T. A. Robertson	T. A. Robertson	A. E. Bergener	G. F. Moran		C. M. Marvin; A. B. Mackinon[3]	A. B. McBride	J. A. Byrne	W. V. Cowgill
Sunday News-Leader (m) (I-R) *S	183,888	.35	...	Cleveland Co.	T. A. Robertson	T. A. Robertson	A. E. Bergener	G. F. Moran			A. B. McBride	J. A. Byrne	
†Plain Dealer (m) (I) (E) *S (160-161-12)	206,831	.34	.255	Plain Dealer Pub. Co.	E. C. Hopwood	Paul Bellamy	Wm. Raynolds	Geo. M. Rogers	John S. McCarrens	B. A. Collins[3]	John J. Kirk	H. C. MacDonald	H. J. Graham
Sunday edition	237,009	.40	.32										
Press (I) (E) (mer.) (3)	200,110	.35	...	Scripps Pub. Co.	H. B. R. Briggs	J. H. Foster	M. B. Cook		R. A. Huber	J. G. Mellink	T. J. Dowling	C. C. Armstrong	G. J. Dennish
†Times (I-R) (119)	19,165	.20	.15	O. K. Shimansky	O. K. Shimansky	Walter I. Robinson	C. L. Kirkpatrick	O. K. Shimansky	R. M. Scovil	H. C. Queen	J. Omansky	L. Weaver	L. N. Cowgill
COLUMBUS, 237,031.													
Citizen (I) (mer.) (3)	77,648	.14	...	Citizen Pub. Co.	H. P. Woodbury	H. F. Busey	W. D. Frazier		Chas. F. Fischer	M. R. Thomas; John Q. Doty[3]	Robert O. Dyer	C. H. Schober	
Dispatch (m) (I) (E) (mer.) (112)	87,561												
Sunday edition	87,561	.16	...	Dispatch Ptg. Co. (Corp.)	A. C. Johnson	Chas. J. Rieker	N. E. Kuehner	Geo. E. Fowler	A. E. Campbell	Harvey R. Young; H. M. Miller[3]	Chas. Wilson	Chas. T. Hardin	A. D. Hartung
†State Journal (m) (R) (E) (139)	47,652	.115	.125	Ohio State Journal Co.	R. O. Ryder and A. E. McKee	H. P. Brandon	C. H. Mylander		W. H. Rible	R. F. Hirsch	R. R. Bartram	Robert Wood	I. E. Tessier
Sunday edition	47,652												
CONNEAUT, 9,343.													
News-Herald (R) (J) (28)	3,022	.022	.018	Conneaut Ptg. Co.	W. E. Putnam	Harry W. Hawke	H. W. Hawke	W. E. Putnam	C. S. Putnam	Charles S. Putman	Chas. E. Green	Charles S. Putman	Foster D. Hall[2]
COSHOCTON, 10,847.													
Tribune & Times-Age (m) (I) (149)	6,193	.025	.025	Tribune Co.	Fred S. Wallace	Fred S. Wallace	Floyd A. Norman	Fred S. Wallace	Fred S. Wallace	Carl S. Siegrist; N. B. Hall[3]	Russell Shaeffer	G. B. Wise	Wilson Straser
Sunday edition	6,166												
DAYTON, 152,559.													
Herald (I) (139)	34,680	.07	...	Burkam Herrick Pub. Co.	E. G. Burkam	Dwight Young	E. Rassitor	F. D. McDonald			C. D. O'Rourke		
†Journal (m) (R) (E) (139)	28,135	.06	...	Burkam-Herrick Pub. Co.	E. G. Burkam	Dwight Young	E. Rassitor	F. D. McDonald			C. D. O'Rourke		
Sunday edition	42,087	.07	...										
News (m) (I-D) (E) (mer.) (78-67)	46,381	.10	.068	James M. Cox	Howard Egbert	D. E. Kumler	R. L. McCormick	D. J. Mahoney		H. A. Brandt; Jas. H. Cloetingh[3]	T. J Kavanaugh	Jos. Kelly	Roy Zicht
Sunday edition	43,752	.085	.066										
DEFIANCE, 8,876.													
Crescent-News (I) (J) (106-5) (d)	3,323	.025	.018	Crescent Ptg. Co.	Ralph W. Peters	Lee O. Tustison	Ralph W. Peters	Lee O. Tustison	Lee O. Tustison	W. F. Kimberly; Lee O. Tustison[3]	Lee O. Tustison	Pauline Weaver	Lewis B. Fretz[1]
DELAWARE, 8,756.													
Gazette (R) (J) (149)	2,167	.014	.014	H. C. Thomson	H. C. Thomson	W. D. Thomson	P. O. Satterfield	W. D. Thomson	W. D. Thomson	W. D. Thomson	L. Shapiro	L. Shapiro	O. B. Case[2]
Journal-Herald (4)	1,361	.011	...	Journal-Herald Pub. Co.	J. D. Knowles								
DELPHOS, 5,745.													
Herald (I) (J) (none) (d)	1,371	.018	...	Delphos Ptg. & Pub. Co.	A. J. Laudick			L. C. Laudick					
DENNISON, 5,524.													
Paragraph (D) (J) (none) (d)	1,874	.014	.014	G. C. Haverstock	G. C. Haverstock	G. C. Haverstock	G. C. Haverstock	G. C. Harverstock	G. C. Haverstock	G. C. Haverstock	G. C. Haverstock	G. C. Haverstock	G. C. Haverstock
DOVER, 8,101.													
Reporter (I) (J) (41-75)	4,771	.025	.025	Tuscarawas Pub. Co.	A. A. Hoopingarner	Henry Hagloch	Henry Hagloch	A. A. Hoopingarner	A. A. Hoopingarner	C. H. Smith	C. L. Lindberg	Bertha Pfeiffer	D. C. Burkholder[3]
EAST LIVERPOOL, 21,411.													
†Tribune (R) (149)	8,780	.05	.036	Louis H. Brush	Alex. Sweeney; F. R. O'Hanlon	T. S. Brush	Harvey Stanley	T. S. Brush	T. S. Brush	H. L. Smith; J. F. Wrenn[3]	E. G. Jackson	M. E. Davidson	J. F. Wrenn
Review (R) (149)	7,173												
Total	15,953												

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
EAST PALESTINE, 5,750.													

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
EAST PALESTINE, 5,750.													
Leader (I-R) (J) (149)	1,650	.014	.017	C. L. Merwin	C. E. Oliver	C. E. Oliver		C. L. Merwin	C. L. Merwin	C. L. Merwin		C. L. Merwin	M. M. Martin; C. L. Merwin[1]
ELYRIA, 20,474.													
Chronicle-Telegram (R) (33-72)	7,911	.035	.021	Lorain Ptg. & Pub. Co.	J. F. Burke	J. F. Burke	Otto Mischka	A. C. Hudnutt	A. C. Hudnutt	C. J. Snyder; A. E. Clayden[2]	R. M. Conklin	C. F. M'Laughlin	Robert Blayney
		.013	...	Freemont Ptg. Co.	L. C. Worst								
FINDLAY, 17,021.													
Courier (D)	3,053	.014	.014	H. W. Brown	H. W. Brown	Wm. H. Brown		H. W. Brown	H. W. Brown	John W. Farling	Harry C. Scheats	Ethan Longhake	Chas. McFarland
†Republican (R) (J) (149)	7,532	.03	.035	Findlay Pub. Co.	I. N. Hemingar	R. L. Hemingar	A. Hardman	I. N. Hemingar	I. N. Hemingar	G. White; I. N. Hemingar[2]	J. Schuck	I. N. Hemingar	F. Camp; O. E. Goble[1]
FOSTORIA, 9,987.													
Review (R) (J)	3,500	.015	.015	Review Ptg. Co.	F. M. Hopkins	F. M. Hopkins	Hal Stout	F. M. Hopkins		E. M. Hopkins	E. M. Hopkins	E. M. Hopkins	Art. Winkler[2]
Times (I-D) (J) (mer.) (149)	3,107	.013	.011	Roscoe Carle		J. H. Williams	J. W. Lockhart	J. H. Williams					
FREMONT, 12,468.													
Messenger (4)	1,685	.013	...	Fremont Ptg. Co.	L. C. Worst								
News (134)	3,910	.015	...	Wrigley Bros. Ptg. Co.									
GALION, 7,374.													
Inquirer (J) (106-5)	2,550	.015	.015	Inquirer Ptg. Co.	C. F. Else	W. V. Goshorn	C. F. Else	J. C. Gunther	I. C. Gunther	I. C. Gunther	I. C. Gunther	I. C. Gunther	G. W. Ness[1]
GALLIPOLIS, 6,070.													
Tribune (R) (none) (d)	807	.008	.008	Chas. E. Holzer	H. E. Sibley	H. E. Sibley	Ruth Richards	H. E. Sibley	H. E. Sibley	H. E. Sibley			
GENEVA, 3,081.													
Free Press (R) (none)	1,440	.018	.021	Claude A. Rowley	Chas. A. Bonsor				Chas. A. Bonsor	Albert Tinker			Wm. C. Edy
GREENVILLE, 7,104.													
Advocate (D) (J) (149)	4,050	.018	...	W. A. Browne, Sr.	W. A. Browne, Sr.	W. A. Browne, Sr.	W. A. Browne, Jr.			Walter Browne	W. E. Baumgardner		Fred Greshans[1]
News-Tribune (J) (4)	3,100	.021	...	Martin B. Trainor	Martin B. Trainor		Wilbur D. Spidel		E. C. Otwell	H. R. Millette			E. C. Otwell[1]
HAMILTON, 39,675.													
Journal (D) (J) (*Sat.) (149)	9,558	.045	...	Homer Gard	C. A. Leiter			Homer Gard	G. E. Holdefer and L. R. Hensley	L. R. Hensley	Stephen A. Webber		G. E. Holdefer[1]
News (R) (J) (71)	10,213	.045	...	Republican Pub. Co.	W. L. Tobey	Emerson Robinson	Samuel S. Carr	W. L. Tobey	W. L. Tobey	C. R. Greenawalt	B. J. Alf	C. R. Greenawalt	W. C. Kettler
IRONTON, 14,007.													
†Irontonian (m) (D) (149)	3,400	.018	...	Ironton Pub. Co.	John C. Gorman		C. J. McCarthy	J. C. Gorman	J. C. Gorman	John A. Cellar	J. Malone		J. F. O'Neill
Sunday edition	3,400												
Register (E) (J) (106)	3,450	.02	...	F. Moore	J. B. Corns	F. Moore	P. A. Burke	F. Moore	F. Moore	Chas. Fell	Harry Fisher		J. L. Smith; E. Hasenauer[1]
KENTON, 7,690.													
Democrat (D) (none) (d)	2,500	.014	...	Kenton Demo. Pub. Co.	Curran E. Flanagan	Curran E. Flanagan	Chas. Born	Curran E. Flanagan		Grant Moore	W. J. Glenn		
News-Republican (R) (149)	2,923	.015	...	Kenton Rep. Co.	E. E. Rutledge	E. E. Rutledge	Ivan P. Johnson	E. E. Rutledge	E. E. Rutledge				
LANCASTER, 14,706.													
Eagle (D) (none)	3,960	.023	...	Eagle Ptg. Co.	Edw. T. Wetzler	Edw. T. Wetzler	D. B. Tidd	Chas. Wetzler	Chas. Wetzler	Harry Talbert	George H. Harris	Harry Talbert	E. O. Tobin
Gazette (R) (149)	5,434	.023	...	C. J. Beach	C. J. Beach	C. J. Beach	J. Gallagher	C. J. Beach	C. J. Beach	A. M. Fuller	R. S. Lockhart	A. M. Fuller	John Shonk
LIMA, 41,306.													
News (m) *(D) (34)	16,421	.05	...	L. S. Galvin	E. R. Leach	E. R. Leach	J. W. Fisher	L. S. Galvin	L. S. Galvin	A. J. Gruber	E. R. Cocoran		E. Young; Carl Dohm[1]
Sunday edition	16,556												
†Republican Gazette (m) (I-R) (J) (71)	10,509	.05	.04	Republican Gaz. Co.	Donald Campbell	J. Earle Miller	R. Candler	Donald Campbell		C. J. McKinley; C. S. Peltier[2]	R. W. Jenney	D. O. Paul	R. P. Murphy; F. F. Butter[1]
Sunday edition	10,509												
LISBON, 3,113.													
Journal (R) (J) (4) (d)	1,250	.014	.014	Buckeye Pub. Co.	D. H. Frew	D. H. Frew			W. A. Frew	J. P. Frew			O. S. Peterson[1]
LORAIN, 37,295.													
Journal (I-D) (33-72)	5,251	.025	.014	David Gibson	Lawrence G. Holmes	Frank Maloy		David Gibson	D. F. Williams	Lawrence R. Young; A. E. Clayden[2]	D. F. Williams		L. Dickinson
Times-Herald (R) (149)	6,601	.03	.025	Times-Herald Pub. Co.	Tex De Weese	R. C. Holles		R. C. Holles	F. J. Daubel	F. J. Daubel			A. E. Clucker
MANSFIELD, 27,824.													
News (R) (m) (149)	11,672	.04	...	News Ptg. Co.	K. C. Craig		Phil Wolfe	R. F. Fletcher		E. M. Grimes	A. W. McNary		L. O. Thompson
MARIETTA, 15,140.													
Register (R) (106-47)	3,493	.023	.02	Marietta Register Co.	J. D. Chamberlain	J. D. Chamberlain	J. D. Chamberlain	Howard Schulthels	H. B. Jett	Ray Sprague	Ray Caldwell	Ray Sprague	Henry Kilmer
Times (m) (D) (149)	6,635	.025	.025	Times Co.	Frank B. McKinney		L. N. Harness		Wm. P. McKinney	L. E. Toller	E. C. Angert		
Sunday edition													
MARION, 27,891.													
Star (I) (149)	11,534	.045	.03	Harding Pub. Co.	George H. Van Fleet	Roy D. Moore	W. J. Eads		H. R. Schaffner	Joe Long	J. C. Woods		C. W. Kramer
MARTINS FERRY, 11,634.													
Times (149)	8,662	.035	.035	Daily Times Co.	W. R. May	A. L. Sedgwick	W. R. May	A. L. Sedgwick	A. L. Sedgwick	F. D. Cowey	Albert Shriever	Lester Smith	
MARYSVILLE, 4,000.													
Tribune (134) (d)	1,607	.012	...	John H. Shearer	John H. Shearer								
MASSILLON, 17,428.													
Independent (I-R) (73)	7,705	.04	.035	Independent Co.	B. V. R. Skinner	C. E. Chidester	Fred Becker	J. J. Bernstein	J. J. Bernstein	K. C. De Long; A. M. Snyder[2]	S. S. Maier		J. J. Bernstein
MECHANICSBURG, 1,470.													
Telegram (none) (d)	....	.014	...	C. C. Slater	C. C. Slater								
MIDDLETOWN, 23,594.													
Journal (m) (R) *S (106-5)	4,246	.025	.025	Frank B. Pauly	Frank B. Pauly	Frank B. Pauly	N. M. Carey	Frank B. Pauly	Frank B. Pauly	E. P. Bradstreet, Jr.	J. A. Reed	C. M. Ryan	Herbert Kraft
Sunday edition	4,525												
News Signal (D) (149)	4,959	.025	.039	Middletown News Ptg. Co.	J. Q. Baker	Paul J. Banker	Paul J. Banker		Miss E. R. Shafor	Glen Hankins	T. B. Mathews	A. Forkner	W. J. O'Brien
MT. VERNON, 9,237.													
Banner (D) (106-5)	3,095	.015	.018	S. J. Dorgan	R. B. Armstrong	R. B. Armstrong	Geo. A. Thompson	S. J. Dorgan	S. J. Dorgan	S. J. Dorgan			Carl Fettig
Republican-News (R) (J) (149)	4,016	.018	.018	Rep. Pub. Co.	Chas. C. Iams	Chas. C. Iams	Justin E. Devalon		L. A. Culbertson	L. A. Culbertson	C. P. Wenger	L. M. Bell	
NEWARK, 26,718.													
Advocate (D) (J) (E) (149)	8,032	.028	.018	Advocate Ptg. Co.	C. H. Spencer	C. H. Spencer	Frank A. Woolson	C. H. Spencer	C. H. Spencer	C. W. Bluthart	John D. Spencer	Frank W. Spenser	J. S. Gilcrest
American Tribune (R) (J) (106-5)	7,643	.025	.025	Newark News Ptg. & Pub. Co.	C. L. H. Long			F. S. Neighbor	F. S. Neighbor	James Criswell	Lester Handel		
NEW PHILADELPHIA, 10,718.													
Times (149)	6,780	.025	.025	Democrat Pub. Co.	J. E. Hurst		Dale Empfield	J. E. Hurst		Dean G. Warner	Jessie Fyson		Lemoine Kimmell
NILES, 13,080.													
Register (R) (none)	....	.021	.021	The Niles Pub. Co.	F. L. Bixler		Edward Lewis		H. J. Webb	Jas. Kearney			
NORWALK, 7,379.													
Reflector-Herald (149)	3,867	.018	...	R. C. Snyder	R. C. Snyder								
PAINESVILLE, 7,379.													
Telegraph (none) (R)	3,359	.02	.025	Telegraph-Republican Co.	H. E. Johnson	C. A. Rowley	H. E. Johnson		H. H. Henes	G. E. Esch	Allen Williams	Norris Heyer	Lorin L. Bruce

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [2]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

OHIO—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PIQUA, 15,044.													
Call & Press-Dispatch (I) (149)	6,071	.025	.03	C. F. Ridenour	C. F. Ridenour	Ray H. Heater	Ray H. Heater	C. F. Ridenour	C. F. Ridenour	E. A. Flowers			
POMEROY, 4,294.													
News (E) (149)	2,642	.014	.021	Ralston Russell									
PORTSMOUTH, 33,011.													
†Sun (m) (E) (149)	3,350	.06	.04	Portsmouth Pub. Co.	Geo. M. Taylor	Geo. M. Taylor	John Lloyd		Maurice A. Coe	L. Finney	J. W. Gableman	L. Thoroughman	R. Kuhn
Times (D) (149)	14,396	Combined Rate	.09	Times Pub. Co.	Harry E. Taylor	Geo. M. Taylor	P. Minego	H. E. Taylor	Maurice A. Coe	F. W. Sheridan	J. W. Gableman	L. Thoroughman	R. Kuhn
Sunday Sun-Times	12,575	.04	.04										
SALEM, 10,305.													
News (E) (149)	3,419	.018	...	Salem Pub. Co.	R. W. Hawley	L. H. Brush	Harold Braman	L. H. Brush	N. C. Cowan	Lawrence Beardmore	Scott Chisholm	N. C. Cowan	
SANDUSKY, 22,897.													
†Register (m) (E) (J) (149)	9,681	.03	.03	Register Pub. Co.	E. H. Mack	Earl Walrath	Earl Walrath		John D. Mack	Chas. Linkenbach	G. T. Shepard	R. Wellbaum	
Sunday edition	10,102												
Star-Journal (D) (83-5)	8,007	.03	.03	Alvord & Peters Co.									
SHELBY, 5,578.													
Globe (I) (J) (none)	2,200	.013	...	Stambaugh & Stambaugh	R. L. Castor				J. C. Stambaugh				J. C. Stambaugh[1]
SIDNEY, 8,590.													
Journal (E) (J) (4)	....	.014	.014	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Harry Oldham	Frank Tanbkin Harry Oldham[1]
News (J) (none)	3,625	.02	.02	W. T. Amos	E. C. Amos		H. A. Amos						W. T. Amos[1]
SPRINGFIELD, 60,840.													
News (m) (D) (E) (78-67)	17,778	.05	.04	Geo. S. Thurtle	Howard Egbert	Bert Teeters		Geo. S. Thurtle		Chester G. Schaefer	Carl G. Phares		
Sunday edition	16,259												
†Sun (m) (R) (E) (151-139)	14,022	.035	.035	C. L. Knight	H. B. Kerr	H. B. Kerr	Wm. Murty	J. T. Watters	J. T. Watters	Carl Unkel	E. L. Perrin	C. L. Williams	John Ogg
Sunday edition	12,660												
STEUBENVILLE, 28,508.													
Herald-Star (R) (149)	11,999	.04	.04	Herald Ptg. Co.	Charles D. Simeral	Charles D. Simeral	Ed. Worstall	Charles D. Simeral	Charles D. Simeral	F. H. Worstall	W. E. Donnley	W. C. Blue	H. W. Nichols
Gazette (I) (106-5)	8,546	.03	...	Steubenville Gaz. Co.	J. W. Burchinal		Ralph Miller	Jay S. Paisley	Jay S. Paisley	C. W. Robinson	C. W. Robinson		Glenn Butts
ST. MARYS, 5,679.													
Leader (D) (J) (d)	2,489	.013	.013	Leader Ptg. Co.	John L. Sullivan	John L. Sullivan	F. A. Levering	John L. Sullivan	John L. Sullivan	John L. Sullivan	John L. Sullivan	John L. Sullivan	John L. Sullivan
TIFFIN, 14,375.													
Advertiser (D) (J) (none)	3,575	.018	.021	Advertiser Co.	U. S. Abbott	U. S. Abbott	R. H. Keller	E. T. Rodgers	E. T. Rodgers	J. C. Clagett E. T. Rodgers[2]	Albert Ball		
Tribune (R)	3,826	.021	.015	O. T. Locke & Son	Charles O. Locke	Charles O. Locke	Arnold Whalen	Robert L. Rohe	Robert L. Rohe	Carl L. Lautermilch Robert L. Rohe[2]	Walter Laurenz	Dorothy Rheinbret	Frank Ward
TOLEDO, 243,109.													
Blade (I-R) (13)	107,009	.25	...	Toledo Blade Co.	Grove Patterson	W. F. Hedrick	Ford Barker		H. S. Talmadge	W. E. Meyers F. B. Cottrell[2]	L. E. Neafie	W. S. Campbell	E. P. Doyle
News-Bee (I) (E) (mer.) (3)	80,380	.20	.12	Toledo Newspaper Co.	F. M. Heller	F. Mollenkopf	R. Snyder	W. G. Chandler	W. K. Stewart	J. G. Tritsch	B. J. Hoffman	H. J. Kahlert	John Willhauck
†Times (m) (R) (E) (71-148)	24,297	.06	.06	Toledo Times Pub. Co.	John D. Dun	C. W. Howard	L. E. Harshman	R. C. Patterson, Pres.		C. T. Tefft F. W. Summers[2]	C. E. Veller	C. A. Wilhelm	Leo Long
Sunday edition	47,594	.12	.12										
TORONTO, 4,684.													
Tribune (I) (4)	1,138	.014	.014	Forrest Richmond	Forrest Richmond			Forrest Richmond		Forrest Richmond	Forrest Richmond		
TROY, 7,260.													
News (B) (J) (149)	2,548	.013	.013	Miami Union Pub. Co.	H. A. Pauly	R. D. Steinmetz	Jack Sedwick	A. C. McClung	A. C. McClung	Charles Mattocks A. C. McClung[2]	A. C. McClurg	A. C. McClurg	L. Compton
UHRICHSVILLE, 6,428.													
Chronicle (149) (d) (R)	2,791	.015	.018	Chronicle Co.	Paul H. Stoutt	Paul H. Stoutt	Fred Westhafer						
UPPER SANDUSKY, 3,708.													
†Chief (D) (J) (106-5) (d)	2,870	.018	.018	Daily Chief Co.	Charles V. Read	Charles V. Read	Caspar Laroe	Charles V. Read	Charles V. Read	Charles V. Read	Charles V. Read	Charles V. Read	Jacob Schell
Union (I-R) (J) (149)	2,043	011	.011	Wyandot Union Pub. Co.	L. M. Newcomer	L. M. Newcomer	Geo. Frater		Forrest Richmond				Jay Everhart[1]
URBANA, 7,621.													
†Citizen (R) (J) (149) Democrat (D) (J) (149)	5,263	.02	.02	Gaumer Pub. Co.	E. H. Hullinger	Chas. E. Gaumer	John Zook	Frank C. Gaumer	Frank C. Gaumer	L. C. Hovey	Forrest W. Toomire	L. C. Hovey	F. M. Fidler
VAN WERT, 8,100.													
Times (D) (J) (149)	2,023	.012	.012	Times Ptg. Co.	F. G. Owen	Albert C. Nute		F. G. Owens					M. J. Dannecker[1]
WAPAKONETA.													
News (4) (J)	3,112	.014	...	Democrat Ptg. Co.	Dwight Matchett		R. Melching	A. E. Schaffer					A. L. Edmiston
WARREN, 27,050.													
Chronicle (R) (J) (149)	7,014	.03	.03	Wm. Ritezel & Co.	F. M. Ritezel	Wm. A. Ritezel	Fred McClure		M. E. Kurts	M. E. Kurts	M. E. Kurts		M. E. Kurts[1]
Tribune (R) (t)	8,790	.03	.029	The Tribune Co.	Thos. H. Deming		Donald McCurdy	Mrs. Zell Hart Deming		Harry Robinson	C. E. Gilliam		
WASHINGTON COURT HOUSE, 7,962.													
†Herald (I) (none)	3,147	.021	.013	Herald Pub. Co.	Joseph H. Harper	Joseph H. Harper	B. E. Kelley	Joseph H. Harper	Earl McCoy	Earl McCoy	Earl McCoy	Earl McCoy	
WELLSTON, 6,687.													
Sentinel (none) (d)	....	.009	...	Sentinel Pub. Co.	John D. Littlejohn								
WILMINGTON, 5,037.													
News-Journal (R) (J) (33-4)	3,436	.018	.018	W. J. Galvin	Thurman Miller	W. J. Galvin	R. B. Howard	W. J. Galvin	W. J. Galvin	Maynard Conklin E. Reardon[2]	G. Willett		M. D. Barns[1]
WOOSTER, 8,204.													
Record (I) (149)	6,112	.025	.025	Republican Printing Co.	E. H. Hauenstein	E. C. Dix		E. C. Dix	Albert Dix	Bailey Bowers	W. E. Richards	Albert Dix	Earl A. Snyder
XENIA, 9,110.													
Gazette (R) (149)	3,776	.025	...	Chew Pub. Co.	J. P. Chew	E. S. Myers		J. A. Chew	J. A. Chew	F. W. Chew J. A. Chew[2]	J. W. Clifford	N. S. McKay	J. W. Clifford
†Republican (R) (149)	1,580												
YOUNGSTOWN, 132,358.													
Telegram (I) (3)	26,036	.07	.07	The Telegram Co.	W. L. Sturdevant	A. A. Reilly	T. D. John		Owen M. Phillips	Owen M. Phillips	W. L. Zest	R. Weber	T. J. Davis
Vindicator (m) (D) (J) (83)	27,856	.07	.055	Vindicator Ptg. Co.	F. A. Douglas	Wm. F. Maag, Jr.	Wm. L. Rook	Wm. F. Maag	William O. Brown	William O. Brown[2]	B. J. Ullman	Crystella O'Donnell	Carl Maag[1]
Sunday edition	26,559												
ZANESVILLE, 29,569.													
Signal (D) (E) (149)	10,322	.07	.07	W. O. Littick & C. W. Gibson	W. O. Littick and C. W. Gibson	J. R. Downs C. E. Granger	Helen John C. O'Donnell	W. O. Littick	C. W. Gibson	Con. S. Nelson C. L. Sink[2]	C. L. Sink	H. Cook	William Donnelly
†Times-Recorder (R) (E)	19,748												
Sunday Times-Signal		.035	...										

OKLAHOMA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ADA, 8,012.													
News (D) (m) (J) (none)	2,340	.02	.02	W. D. Little	W. D. Little	Byron Norrell	Vertis Hobson	W. D. Little	J. Hugh Biles	Mrs. I. E. Riddle	Mrs. Loma Agnew		T. W. Brydia[1]
Sunday edition													
ALVA, 3,912.													
Review-Courier (R) (J) (31)	1,920	.021	...	C. D. Willard	C. D. Willard	C. D. Willard	F. Flaherty	C. D. Willard	C. D. Willard	C. D. Willard	C. D. Willard	C. D. Willard	E. M. Barker[1] J. C. McConnell
ARDMORE, 14,181.													
Ardmoreite (m) (D) (73)	5,923	.03	...	Admoreite Pub. Co.	Harry Stroud	Harry Stoud	Claude Barrow	H. E. Grimes	H. E. Grimes	A. F. Grimes H. E. Grimes[2]	Clarence De Cordova	Ione Stone	Bert Gaines
Sunday edition	5,923												
†Press (m) (D) (115-116)	....	.025	.025	J. A. Lloyd					J. A. Lloyd		Selmer Butler		
Sunday edition	....												

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BARTLESVILLE, 14,417.													
Enterprise (m) (E) (J) (135-47-142)	4,380	.03	.025	Bartlesville Pub. Co.	J. S. Leach	J. S. Leach	Warren Milligan	J. S. Leach	E. M. Freiburger	E. J. Bosley; Sarah Martin[3]	Frederick Wright	Nell Williams	Benj. Grubb
Sunday edition	4,380												
†Examiner (m) (I) (J) (106-107)	4,260	.03	.025	Examiner Co.			Clark Musgrove	N. D. Welty	Donald R. Welty	A. W. Trotter and E. D. Uzzell; Donald R. Welty[3]	Richard E. Kane	Sylvia Van Clive	R. D. Callaway; C. D. Campbell[1]
Sunday edition	4,270												
BLACKWELL, 7,174.													
†Tribune (m) (D) (135-47)	5,056	.04	.03	C. Robert Bellatti	C. Robert Bellatti			C. Robert Bellatti					
Sunday edition	5,056												
BRISTOW, 3,460.													
Record (J) (none)	1,561	.025	.025	Bristow Record Co., Inc.	L. M. Nichols	L. M. Nichols	Charles Weddle		T. M. Nichols	Fred L. Yates			Wilbur Presnell
CHICKASHA, 10,179.													
Express (D) (J) (none)	2,670	.021	.021	Geo. H. Evans	Geo. H. Evans	Geo. H. Evans	J. Edwin Pool	J. Ed. Poole	Geo. H. Evans	Geo. Diemukes; George H. Evans[3]	W. D. Collier		Ed. Ferris[3]
DRUMRIGHT, 6,460.													
Derrick (4-32)	....	.036	...	Lou S. Allard	Lou S. Allard								
DUNCAN, 3,463.													
Banner (m) (D) (J) (4)	1,612	.025	...	Ed. J. Leeman	H. F. Wood	H. F. Wood	Ed. J. Leeman		Ed. J. Leeman	Edwin Leeman	Mrs. Ed. J. Leeman		
Sunday edition	1,612												
DURANT, 7,340.													
Democrat (D) (J) (none)	1,904	.018	.018	G. W. Archibald & R. F. Story	R. F. Story	R. F. Story	Wesley Dickey	G. W. Archibald	G. W. Archibald	Allen Hill; G. W. Archibald[3]	Allen Hill	G. W. Archibald	W. J. Hurst[3]
EL RENO, 7,737.													
Democrat (D) (J) (none)	2,832	.025	.025	Maher & Hennessy	T. W. Maher	Tom Hennessy	Ray Maher	T. W. Maher		Wm. A. Hennessy	Ray Maher		B. F. Keith[3]
ENID, 16,576													
Eagle (E) (135-47)	5,371	.05	.05	Enid Pub. Co.	M. C. Garber	H. J. Godschalk	H. J. Godschalk	Wm. M. Taylor	Wm. M. Taylor	E. Freeman; Wm. M. Taylor[3]	Chas. Killam	Leona Sawyer	Wm. A. Nutt
†News (m) (R) (100-134)	5,902	.05	.05	Enid Pub. Co.	M. C. Garber	J. H. McKiddy	J. H. McKiddy	Wm. M. Taylor	Wm. M. Taylor	E. Freeman; Wm. M. Taylor[3]	Chas. Killam	Leona Sawyer	Wm. A. Nutt
Sunday edition	5,902												
FREDERICK, 3,822.													
Leader (none)	....	.021	...	J. L. Newland	J. L. Newland								
GUTHRIE, 11,757.													
Leader (I-D) (J) (52)	....	.05	.05	L. G. Niblack	L. G. Niblack		H. Shead		H. E. Derwin	J. E. Winton	H. E. Canfield		G. E. Dunnica[3]
HENRYETTA, 5,889.													
Free Lance (m) (4)	....	.029	...	George Riley Hall	George Riley Hall								
Sunday edition	....												
HUGO, 6,368.													
News (m) (47-135)	....	.018	...	Huconian Pub. Co.	Edward F. Stumph								
Sunday edition	....												
LAWTON, 8,930.													
Constitution (m) (D) (J) (130)	....	.029	.029	Constitution Co., Inc.	Ned Shepler			Fred B. Shepler	Fred B. Shepler	Wilbur R. Rice	Erin McKinney		John L. Fergusson[3]
McALESTER, 12,095.													
News-Capital (I-D) (J) (135-47)	3,078	.025	.025	News-Capital Co.	Leon Calonkey	E. W. Sharp		Fred G. Cowles	Fred G. Cowles	S. M. Goss; Fred G. Cowles[3]	J. L. Howe		
MIAMI, 6,802.													
News-Record (I) (J) (149)	7,597	.035	.036	E. P. Martin	H. B. Hutchinson			E. P. Martin					
News and Record-Herald consolidated Jan 1st, 1924.													
MUSKOGEE, 30,277.													
†Phoenix (m) (I) (19)	13,779	.05	...			E. K. Bixley	W. S. Gage		J. H. Bixby	George H. Wheeler	P. J. Schaefer		
Sunday edition	15,185												
Times-Democrat (D) (E) (70)	12,388	.05	.04	Oklahoma Press Pub. Co.	C. A. Looney	Carl W. Held	C. H. Hopkins	C. A. Looney			L. M. Bailey	P. P Philpin	O. M. Alleger
NOWATA, 4,471.													
Star (m) (D) (J) (4-130)	2,150	.021	.021	The Star Pub. Co.	J. T. Norton	J. T. Norton	E. Wilkinson	J. T. Norton					A. T. Walters; H. M. Pool[1]
Sunday edition	2,150												
OKLAHOMA CITY, 91,258.													
News (I) (S)	23,764	.075	.056	Scripps-Howard League	Edward A. Evans	Raymond Fields	E. E. Sparling	W. C. Mayborn	A. O. Fuller	John W. Bradley	William Loftus	Roy Fuller	
†Oklahoman (M) (I-D) (E) (70)	63,148	.28	.17	Oklahoma Pub. Co.	E. K. Gaylord	W. M. Harrison	Frank C. Brooks	E. K. Gaylord	C. W. Boggs	H. E. Dreier	M. W. Halmbacher	William Grimes	R. E. L. Brown
Times (I-D) (E) (70)	50,082	.22	...										
Sunday Oklahoman	113,176												
OKMULGEE, 17,430.													
Democrat (m) (D) (J) (135-47)	5,412	.03	.033	Eugene M. Kerr	Eugene M. Kerr		M. E. McWilliams			Clyde Carson	S. M. Newkirk		Emmett Kyle; Frank Lemke
Sunday edition	5,390												
†Times (m) (I-R) (70)	6,243	.035	.035	Times Pub. Co.	H. H. Horton	W. J. Rand	Gus Fields	H. H. Horton	H. H. Horton	George W. Wood	J. T. Horton	Helen Duffy	Murray MacDowell
Sunday edition	6,306												
PAWHUSKA, 6,414.													
Capital (D) (J) (135-47)	2,675	.025	.035	Richard Elam	Richard Elam	R. W. Holmes	R. W. Holmes	Richard Elam	Margaret Briscoe	V. J. Puryear	Margaret Briscoe	Margaret Briscoe	R. E. Miller[3]
†Journal	1,840	.018	...	Osage Pub. Co.	E. L. Gay				J. A. Knight	W. B. Blanc	C. I. Callahan		
Sunday edition	1,840												
PERRY, 3,154.													
Sentinel (D) (J) (130)	3,910	.018	.018	Willett & Penfield	E. M. Willett				C. P. Penfield				
PONCA CITY, 7,051.													
News (I) (135-47)	....	.029	.029	Ponca City Pub. Co., Inc.	Clyde E. Muchmore	Clyde E. Muchmore	Joe Meyer			J. E. Bemis; H. E. Leonard[3]	H. E. Leonard	Elizabeth Hayen	W. H. Mowder; J. E. Brewer[1]
SAPULPA, 11,634.													
Herald (R) (J) (none)	4,992	.025	.025	John W. Young		John W. Young				M. T. Hubbard	Chester Miller		
SHAWNEE, 15,348.													
†News (m) (I) (135-47)	1,610	.035	.036	H. G. Spaulding	H. G. Spaulding			H. T. Nisbett		C. D. Parker	R. T. Meeker		Otis M. Miller
STILLWATER, 4,701.													
Press (none) (d)	....	.021	.021	John P. Hinkel & Sons		Edwin H. Brown	Randle Perdue; Walter Detaler	John P. Hinkel		Mrs. E. J. Westbrook; John P. Hinkle[3]	William S. Hinkle		John Walter Hinkle
TULSA, 72,075.													
Tribune (m) (I-D) (106-107)	31,664	.08	.071	Richard Lloyd-Jones	Victor F. Barnett	Victor F. Barnett			E. V. Willey	C. M. Barde	Otis Hamilton	R. G. Wheeler	G. J. Pickett
Sunday edition	32,128												
†World (m) (R) (21-51)	42,075	.10	.09	Eugene Lorton	Thos. A. Latta	Otis Lorton	B. A. Bridgewater		F. O. Larson	R. A. Justus; J. B. Woodbury[3]	E. E. Scott	Frank A. Lee	Orel Harper
Sunday edition	45,891	.11	...										
VINITA, 5,010.													
Journal (4) (d)	....			Leader Pig. Co.	Willis F. Allen								
WILSON, 2,286.													
Democrat (m) (D) (J) (none)	800	.018	...	W. K. Barrett, L. Horn	W. K. Barrett	W. K. Barrett	M. A. Barrett	W. K. Barrett	W. K. Barrett	L. Horn	Frank Hamilton		L. Horn[3]
Sunday edition	870												

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending, September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

OREGON

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBANY, 4,840.													
Democrat (m) (D) (100-138)	3,176	.025	.025	W. L. Jackson & R. R. Cronise	W. L. Jackson & R. R. Cronise	Charles Alexander	W. C. Eakin	R. R. Cronise	R. R. Cronise	J. F. Howard	M. E. Keebler	Bruce Hunter	
Sunday edition	3,830	.03	.03										
Herald (E) (none)	2,860	.025	.025	E. M. Reagan	Thomas D. Potwin	Fred Michelson	E. M. Reagan	E. M. Reagan	M. Gilbert	S. Batis	M. Gilbert	James Grigsby	
ASHLAND, 4,283.													
Tidings (I) (J) (none)	1,730	.021	...	Ashland Ptg. Co., Inc.	Bert R. Greer	Bert R. Greer	L. B. Tuttle	Bert R. Greer	Georgie Coffee	L. N. Woodside	Elenor Greer	Georgie Coffee	E. M. Berg[1]
ASTORIA, 14,027.													
†Astorian (m) (R) (J) (31)	2,800												
Sunday edition	3,000	.021	...	J. S. Dellinger	J. S. Dellinger	J. S. Dellinger	James H. Cellars	J. S. Dellinger	J. S. Dellinger	Wm. E. Schimpff	Harry W. Brooks	M. Hubler	Paul Kraetch[2]
Budget (I) (J)	....	.029	.021	Astoria Budget Pub. Co.	M. R. Chessman		J. Dewitt Gilbert	Lee Drake	Lee Drake	Leland K. Miller	John Verschueren		L. J. Butterfield; C. A. Murphy[1]
BAKER, 7,729.													
†Democrat (m) (D) (100-138)	1,510												
Sunday edition	1,510	.025	.025	Bowen-Small Pub. Co.	I. B. Bowen, Sr.	I. B. Bowen, Sr.	I. B. Bowen, Sr.	Will H. Evans	Will H. Evans	Will H. Evans	N. P. Henderson		Jesse A. Smurthwaite
Herald (I) (145-154)	1,511	.025	.025	Baker Herald Co.	H. E. Hendryx	H. E. Hendryx	Geo. Stewart	J. T. Beamish	J. T. Beamish	J. T. Beamish	Mrs. Whitaker	G. B. Fosbury	Alvan Dahl
BEND, 5,415.													
Bulletin (I) (J) (145)	1,524	.025	.021	Bend Bulletin	R. W. Sawyer	R. W. Sawyer	Henry N. Fowler	R. W. Sawyer	R. W. Sawyer	M. Connelly	Fred McCreay		Ralph Spencer[2]
CORVALLIS, 5,752.													
Gazette-Times (R) (J) (none)	2,301	.025	.025	Corvallis Gazette-Times	Claude E. Ingalls		Myron K. Myers	G. Lansing Hurd	G. Lansing Hurd	Edward L. Kimball; G. Lansing Hurd[3]		Blanche E. Hurd	
EUGENE, 10,593.													
Guard (I-D) (J) (106-5)	5,021	.025	.025	Guard Ptg. Co.	Chas. H. Fisher			J. E. Shelton	J. E. Shelton	J. W. Jones; J. E. Shelton[3]	J. E. Turnbull		M. C. Fuller[1]
†Morning Register (m) (I-R) (138)	4,944												
Sunday edition	5,067	.025	.02	Register Pub. Co.	Frank Jenkins	Frank Jenkins	Horace Burnett	E. R. Gilstrap	E. R. Gilstrap	E. R. Gilstrap	Henry Hanekamp		C. P. Sylvester
GRANTS PASS, 3,151.													
Courier (I-R) (J) (none)	1,303	.018	.018	A. E. Voorhies	Wilford Allen, Jr.	A. E. Voorhies	Wilford Allen, Jr.	A. E. Voorhies	A. E. Voorhies				J. R. Higginbotham[1]
KLAMATH FALLS, 4,801.													
Herald (R) (154)	2,015	.021	.021	Herald Pub. Co.	F. R. Soule	F. R. Soule	H. R. Hill	F. R. Soule	F. R. Soule	F. S. Waite	Paul Gary	H. Conners	H. W. Reynolds
LA GRANDE, 6,913.													
Observer (I) (none)	2,300	.025	...	Bruce Dennis	Bruce Dennis	Bruce Dennis	Orrin Skiff	Bruce Dennis	Bruce Dennis	Bruce Dennis	Bruce Dennis	Bruce Dennis	Milton Price
MARSHFIELD, 4,034.													
Coos Bay Times (I-R) (150-138)	3,566	.029	...	M. C. Maloney	M. C. Maloney	Dan E. Maloney	Dan E. Maloney	M. C. Maloney	A. B. Maloney	H. B. Maloney	D. E. Maloney		W. E. Bailey
S. W. Oregon News (I) (none)	2,563	.021	.021	C. W. Parker	W. G. Breitenstein		H. Breitenstein	C. W. Parker	C. W. Parker	J. R. Brooks	J. R. Brooks	S. Brooks	C. B. McCombs
MEDFORD, 5,756.													
Mail-Tribune (I) (J) (none)	3,397	.025	.025	Medford Printing Co.	Robt. W. Ruhl	Robt. W. Ruhl		S. S. Smith	S. S. Smith	Herbert Grey; S. S. Smith[3]	O. Patton		A. F. Stennett
Sunday Sun edition	3,397												
OREGON CITY, 5,686.													
†Enterprise (m) (R) (J) (none)	1,735	.021	.014	E. E. Brodie	Hal E. Hoss		De Witt Harry		Hal E. Hoss	Arne G. Rae; B. O. Garrett[3]	Jas. B. Johnson	Arne G. Rae	H. B. Cartlidge[2]
Sunday edition	1,735												
PENDLETON, 7,387.													
East Oregonian (I) (J) (122-72)	2,756	.025	.025	East Oregonian Pub. Co.	E. B. Aldrich	E. B. Aldrich	J. S. Harvey	F. W. Lampkin	F. W. Lampkin	Leslie E. Gibbs	J. M. Dunning	Leslie E. Gibbs	Forrest L. Baker[2]
PORTLAND, 258,288.													
Journal (m) (I) (E) (9-102)	85,666	.16	.125	P. L. Jackson	B. F. Irvine	D. J. Sterling	Charles Hoge		S. R. Winch	Harry Marcus; Will F. Hessian[3]	D. H. Smith	W. B. Schade	T. J. James
Sunday edition	105,598	.20	.135										
News (I) (58)	31,665	.08	.065	News Co.	Fred L. Boalt	E. W. Jorgenson	Floyd Fessler		C. W. Myers	J. Bruce Sproule; A. L. Manning[3]	Harry Ely		
†Oregonian (m) (R) (E) (146)	88,979	.18	.18										
Sunday edition	125,239	.22	.22	Oregonian Pub. Co., Inc.	E. B. Piper		H. E. Thomas	C. A. Morden	W. E. Hartmus	W. J. Hofmann	E. P. Hopwood	Chas. O. Chatterton	A. W. Cochran
Telegram (I-R) (156-73)	54,024	.14	.11	Telegram Pub. Co.	J. E. Wheeler and L. R. Wheeler	O. C. Leiter	Arthur H. Crookham		G. F. Law	A. O. Loomis	Earl G. Adams	S. J. Pickens	
ROSEBURG, 4,381.													
News-Review (I) (J) (none)	4,150	.021	...	News-Review Co.	B. W. Bates	B. W. Bates	Bert G. Bates	B. W. Bates	B. W. Bates	M. M. Miller	R. R. Wood		Ralph L. Russell; U. I. Hunnicutt
SALEM, 17,679.													
Capital Journal (I) (100-138)	5,929	.03	.025	George Putnam	George Putnam	Harry N. Crain		George Putnam	N. N. Yockey	E. A. Brown	Wm. A. Scott		Dan Agnew
†Oregon Statesman (m) (R) (J) (31)	5,421	.03	.032	R. J. Hendricks	J. L. Brady	S. A. Stone			Carle Abrams	Ralph Kletzing	W. H. Henderson		Frank Jaskoski[2]
Sunday edition	5,943												
THE DALLES, 5,807.													
Chronicle (R) (J)	1,671	.021	.021	Ben R. Litfin	K. L. Hicks	Ben R. Litfin	Sidney Jenkins	Ben R. Litfin	Ben R. Litfin	H. P. Davey	L. M. Schassen	H. P. Davey	A. H. Larrabee[2]

PENNSYLVANIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALLENTOWN, 73,502.													
Chronicle and News & Item (I-R) (9)	9,890	.04	.03	Chronicle & News Pub. Co.		John W. Stickle	Eugene Quinn	John W. Stickle		Arnold Frederick	Edward F. Fluck		Thadeus Weaver
Leader (75-133)	....	.02	...	Leader Publishing Co.	George R. Roth								
†Morning Call (m) (I) (J) (E) (139)	28,398	.09	.08	Allentown Call Pub. Co.	P. B. Rube	C. J. Smith	E. J. McGettigan		P. W. Leisenring	P. W. Leisenring	Royal W. Weller		Harry Sherman; Jas. F. Ziegler[1]
Sunday edition	17,114												
ALTOONA, 60,331.													
Mirror (I) (J) (none) (t)	26,212	.07	...	D. N. Slep, Pres.	Harry L. Johnston		Elmer Ake	D. N. Slep	D. N. Slep	F. G. Pearce	F. M. Hetrick	James G. Slep	D. O. Nelson; A. Spencer[1]
†Tribune (R) (J) (21)	12,131	.05	.021	Henry W. Shoemaker	J. Herbert Walker—Acting Ed.		Bruce Hunt	Theodore Arter		J. V. Taylor			Wm. M. Wrightman[2]
ASHLAND, 6,666.													
News (R) (J) (85)	2,116	.014	.014	Kyler Pub. Co.	Grant Kyler	Grant Kyler	Kathryn Stief	Grant Kyler	Nolan Kyler	Nolan Kyler	Mary Creasey	Mary Creasey	Kenneth Keller[2]
Telegram (R) (J) (d)	1,100	.014	.014	Steel Publishing Co.	Edw. Zevelbel	Edw. Zevelbel		Margaret R. Lauer		Margaret R. Lauer	Margaret R. Lauer		Chas. Sener
BANGOR, 5,402.													
News (I) (J) (4) (d)	....	.016	...	W. R. Grubb Est.	W. E. Grubb	W. E. Grubb	W. E. Grubb	W. E. Grubb	Nolan Kyler	W. E. Grubb	Ernest Cescido	W. E. Grubb	F. S. Seibert[2]
BEAVER, 4,135.													
Times (I-R) (J) (21)	4,254	.025	...	Daily Times Co.	F. Chalfant		F. Chalfant	E. L. Freeland	E. L. Freeland	E. E. Slough		M. F. Marks	
BEAVER FALLS, 12,802.													
Tribune (I-R) (J) (21)	5,299	.025	...	Trib. Printing Co.			Walter Hamilton	James H. March	James H. March	James H. March	John S. McLean		
BERWICK, 13,168.													
Enterprise (I) (85)	2,735	.021	.021	R. L. Harder & R. E. Eyerly	R. L. Harder	R. L. Harder	R. L. Harder		R. E. Eyerly	R. E. Eyerly	C. A. Laubach		R. E. Eyerly
BETHLEHEM, 50,358.													
Globe (71) (I) (E) (*Sat.)	9,470	.05	.04	Bethlehem Globe Pub. Co.	H. B. Farquhar			J. M. Litsch		J. M. Litsch; W. C. Wannemacher[3]	John Hoffman	Harold Sommons	G. P. Moyer
Times (I) (J) (113)	5,315	.021	.018	Times Pub. Co.	Frank McIntosh	Frank McIntosh	P. F. Enright	Elmer D. Rice	Elmer D. Rice	L. C. Atwood	W. J. Teehan	L. C. Atwood	George Geyer; E. D. Rice[1]
BLOOMSBURG, 7,819.													
†Press (I) (J) (85)	6,970	.029	.018	Vanderslice & Eyerly	Paul R. Eyerly			C. T. Vanderslice					
BRADDOCK, 20,879.													
News-Herald (E) (J) (31)	....	.025	...	Daily News Pub. Co., Inc.	Harry H. Kelly	Clark W. Kelly		Clark W. Kelly					P. D. Loughner

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BRADFORD, 15,525.													
†Era (I) (85)	4,209	.021	.025	Era Pub. Co.	D. W. Dean	D. W. Dean	J. A. Casino	J. W. Milligan	J. W. Milligan	J. W. Milligan	Romayne Hyland		T. E. Boskins
Star & Record (R) (none)	4,053	.014	...	R. P. Habgood	R. P. Habgood Serrill D. Detlefson, Act. Ed.	Gustine Cable	G. E. Marsters	R. P. Habgood	William C. Watson				
BRISTOL, 10,273.													
Courier (R) (J) (4)	1,730	.025	...	Bristol Printing Co.						James R. Wells	Edith R. Allen	Elma Haefner	William C. Watson
BROWNSVILLE, 2,502.													
Telegraph (R) (J) (none)	3,862	.032	.032	Henry Baker Reiley	Henry Baker Reiley	Vin D. Sweeney	Virgil V. Trotter	Henry Baker Reiley	Edward O'Donnell	Elson Hommell	S. M. Burns		Michael Miterko[2]
BUTLER, 23,778.													
Eagle (I-R) (none)	12,229	.04	.029	Levi M. Wise	John Laing Wise	John Laing Wise	John Laing Wise		B. L. Wise	Vernon L. Wise	J. F. Pollock	Vernon L. Wise	E. V. Donnell
CANONSBURG, 10,632.													
Notes (I-R) (J) (none)	....	.014	.014	Notes Pub. & Ptg. Co.	David H. Fee	Wm. H. Fee			R. C. Potts	R. C. Potts	Julia H. Fee		W. R. Ebeling[1]
CARBONDALE, 18,640.													
Leader (R) (J) (85)	5,668	.025	...	J. L. Druck	G. W. Smithing	G. W. Smithing	W. G. Connaughton		C. J. Carden		F. Chapman		R. Whitby H. O. Masters[1]
CARLISLE, 10,916.													
Sentinel (D) (J) (85) (d)	3,628	.021	.018	Sentinel	Allan D. Thompson	Allan D. Thompson	Charles H. Kuts	J. Vance Thompson	J. Vance Thompson	Lester L. Day			M. R. Gearhart[1]
CHAMBERSBURG, 13,171.													
†Franklin Repository (R) (J) (85)	4,376	.021	...	A. Nevin Pomeroy	A. Nevin Pomeroy	A. Nevin Pomeroy	Shirley J. Zarger		Robert Bickley	Robert Bickley	Vinton Vogle	Robert Bickley	Clyde Pensinger[2]
Public Opinion (I-R) (41)	4,182	.025	.025	Public Opinion Co.	Ross K. Gilbert	Ross K. Gilbert	Charles R. Nicklas	Herbert S. Foltz		Stuart L. Brown	S. A. Small		Edwin H. Frey
Valley Spirit (D) (J) (29)	....	.018	...	Valley Spirit Pub. Co.	King Alexander		W. E. Namsher	Robert A. Sellers	Robert A. Sellers	Robert A. Sellers			
CHARLEROI, 11,516.													
Mail (R) (J) (none)	....	.011	.011	Mail Pub. Co.	L. L. O'Kane			H. E. Price					
CHESTER, 58,030.													
Times (R) (J) (109)	14,110	.055	.055	Chas. R. Long, Frank Wallace.	Chas. R. Long, F. C. Wallace	Frank J. Hickey	Chas. B. Ross			M. P. Carroll	H. W. Cullis	Mathew MacCollum	Miley S. Montagne R. John Shoemaker[1]
CLEARFIELD, 8,529.													
Progress (R) (J)	4,379	.021	.015	Progressive Publishing Co.	G. A. Stewart	G. A. Stewart	James D. Connelly			R. S. Nightingale			A. M. Braund R. S. Nightingale[1]
COALDALE, 6336.													
Panther Creek News	2,718	.021	.021	Co-operative Pub. Co.	Edw. J. Donahue	Edw. J. Donahue	Russel Thomas	Edw. J. Donahue	Edw. J. Donahue	John L. Boyle			Edw. J. Donahue Chas. Ague[1]
COATESVILLE, 14,515.													
Record (R) (none) (63)	6,097	.03	.025	C. H. Heintzelman	C. H. Heintzelman	F. B. Manship	Wayne Morris			E. J. Long	R. B. Lauts		John Haus
COLUMBIA, 10,836.													
News (I) (none)	3,468	.025	...	W. E. Crist	W. E. Crist	W. E. Crist	R. H. Fulweiler	W. E. Crist	W. E. Crist	S. Smith Crist	Geo. McKenzie	R. Farley	Benj. Sweigart
CONNELLSVILLE, 13,804.													
Courier (R) (J) (none)	6,006	.02	...	Courier Co.		Jno. L. Gans	Walter S. Stimmel	Jas. J. Driscoll	Jas. J. Driscoll	J. Wylie Driscoll R. A. Donnagan[3]	J. Wylie Driscoll	J. Wylie Driscoll	C. B. McCormick A. H. Shaffer[1]
†News (I-D) (J) *Sat. (none)	4,651	.021	...	Connellsville Ptg. Co.		M. B. Pryce				Dave Trimble	Dave Trimble		H. L. Siliger R. L. Leiberger[1]
CORRY, 7,228.													
Journal (I-D) (J) (85)	2,641	.018	...	Arthur Colegrove	Arthur Colegrove	Wm. Lombard	Wm. Lombard	Arthur Colcord	K. McMahon	K. McMahon	K. McMahan	K. McMahan	C. A. Pain[1]
DANVILLE, 6,952.													
News (80) (d)	2,492	.018	...	Theo. R. & F. Pursell Angle, editors and publishers.									
DONORA, 14,131.													
Herald (80)	2,387	.018	...	The Evening Herald Pub. Co.	Grover W. Boyd				Irvin M. James				Thomas Creery Michael Hay[1]
DOYLESTOWN, 3,837.													
News (I) *F. (J) (80)	1,156	.014	...	Doylestown Pub. Co.	Frederic Blair Jackel							George F. Smith	Charles H. Selner[1]
Intelligencer (R) (J) (133-7)	4,737	.014	.014	Intelligencer Co.	George S. Hotchkiss	Oscar Bean	George S. Hotchkiss	Oscar Bean	Oscar Bean	Oscar Bean	Oscar Bean		
DUBOIS, 13,681.													
†Courier (R) (J) (85)	5,720	.029	.021	Gray Ptg. Co.	W. B. Ross	W. B. Ross			L. F. Mohney	L. F. Mohney	L. F. Mohney	L. F. Mohney	H. T. Gray[1]
Express (I) (4)	2,900	.009	...	A. E. Hasbrook	A. E. Hasbrook	A. Howard Hasbrook	Frank I. Gilling	A. E. Hasbrook	A. E. Hasbrook	A. E. Hasbrook	A. E. Hasbrook	A. E. Hasbrook	Wm. Rutt
EAST STROUDSBURG, 4,855.													
†Press (J) (*Sat.) (28)	3,456	.02	.02	Press Pub. Co.	Russell C. Hughes	Russell C. Hughes	William P. Deering	Carl L. Hughes	Carl L. Hughes	C. Meixell			H. Brown[1]
EASTON, 33,813.													
Express (I-D) (71)	20,694	...	...	Easton Pub. Co.	J. H. McGrath	J. C. Merrill			J. L. Stackhouse	L. N. Wagner J. L. Stackhouse[3]	M. F. Fickinger	Robert Stevenson	Lisle Horton Evan Dalrymple[1]
†Free Press (R) (J) (85)	12,713	.07	...	Free Press Pub. Co.	C. N. Andrews	C. N. Andrews	H. L. Thatcher	C. N. Andrews		John F. Hess	Charles Conine	John F. Hess	
ELLWOOD CITY, 8,958.													
Ledger (R) (41)	2,232	.05	.045	Citizens Pub. & Ptg. Co.	Will C. Kegel	Will C. Kegel	W. F. Kegel	Will C. Kegel		Fred C. Scheppele		F. C. Schepple	C. R. Ralston
ERIE, 102,093.													
Dispatch-Herald (m) (R) *S (48)	21,030	.025	...	Record Pub. Co.	J. H. Strong	A. J. White		John H. Strong	Glenn Strong	G. B. Foster J. Emmett McGee[3]	Orval E. Ellis	William Conklin	Peter Loesch
Sunday edition	19,990	.07	...							H. J. Fries O. L. Van Duzen[3]	Geo. Bolen	H. J. Fries	Frank J. Johannesen
Times (I-R) (73)	28,285	.08	...	John L. Mead, Sr.	N. A. Baldwin		Frank E. Crane	John J. Mead, Jr.					
FARRELL, 15,586.													
News (80)	1,525	.019	...	Farrell Pub. Co.	B. F. Parry								
FRANKLIN, 9,970.													
News-Herald (R) (J) (130)	6,486	.045	.045	News-Herald Printing Co.	Wm. P. F. Ferguson		James Albert Murrin	Wayne W. Bleakley	Geo. A. Fahey	Geo. A. Fahey	Frank M. Bowser	Geo. A. Fahey	Laurin Guy Bates A. E. Mowrey[1]
GETTYSBURG, 4,439.													
Times (I) (41-75)	3,550	.025	.025	Times & News Pub. Co.	Herbert L. Grinn	Herbert L. Grinn	C. Richard Wolfe	Herbert L. Grinn	Donald F. Ikeler	George Hunter E. F. Ikeler[3]	R. Breighner	Geo. Hunter	Russel Smiley[2] J. V. B. Stewart[1]
GREENSBURG, 15,033.													
†Review (R) (100-138)	5,395	.025	...	E. Arthur Sweeny	E. Arthur Sweeny	E. Arthur Sweeny	Frank Beatty	E. Arthur Sweeny					Lewis Rodebaugh
Tribune (R) (J) (80)	6,791	.025	...	Tribune Press Pub. Co.	Robert B. Herbert	Errol H. Derby	E. H. Derby	Robert B. Herbert	J. Floyd Kuhns	Paul G. Kuhns	Robert Reed	William Sneeden	George Berry[1]
Record (none)	5,457	.02	...	Record Publishing Co.									
GREENVILLE, 8,101.													
Record (I) (J) (80)	2,460	.02	...	John L. Morrison	John L. Morrison								
HANOVER, 8,664.													
Record-Herald (I) (J) (85)	3,037	.015	.011	Hanover Ptg. Co.	M. W. Naill	M. W. Naill		L. D. Sell	L. D. Sell	J. E. Flickinger	W. H. Long	J. E. Flickenger	Jacob Spangler H. D. Lynerd[1]
Sun (I) (J)	7,072	.025	.02	Evening Sun Co.	C. H. Meredith	H. B. Hostetter	T. Y. Cooper		C. H. Meredith	Joseph Yingling	L. A. Carbaugh		J. H. Dillow[1]
HARRISBURG, 75,917.													
Courier (Sunday only) (R) (J)	5,500	.05	.05	H. & L. Lowengard	H. Lowengard		L. Lowengard	L. Lowengard	L. Lowengard	L. Lowengard	R. Gates	R. Hill	Chas. L. Rupp[2] H. A. Frey
Telegraph (R) (J) (E) (139)	39,537	.095	.095	Telegraph Ptg. Co.	Gus M. Steinmetz	Bion C. Welker	L. Lowengard	J. P. McCullough, A. H. Stackpole	A. R. Michener, Asst.		Robert C. Gobl	Herbert Klink	E. J. Stackpole, Jr.[1]
†Patriot (I-D) (E) (76)	21,954	.11	.11	Patriot Co., V. C. McCormick.	Dean Hoffman	Carl Sprout & V. H. Berghaus, Jr.	H. L. C. Lightner and W. M. Good	Rich. M. H. Wharton	V. H. Brackenridge	Alfred P. Davies Homer E. Moyer	L. E. Roumsley	Val Lawrence	Elliott B. Wharton
News (see Patriot)	39,204												
HAZLETON, 32,277.													
Plain Speaker (I) (63)	9,249	.04	...	John R. Dershuck		J. W. Kraft	J. W. Kraft	J. R. Dershuck	J. R. Dershuck	G. F. Kertzel	G. R. Williams	G. R. Williams	J. Zacher
†Standard-Sentinel (I) (83)	9,113	.025	...	Henry Walser									S. Broadus C. R. Myles[1]
HOMESTEAD, 20,452.													
Messenger (R) (J) (106-5)	4,471	.025	.025	Messenger Pub. Co.		Bert F. Kline	W. R. Brocker		H. P. Wiggins	Bert F. Kline	Joseph Arthur	A. Murphy	

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. statement ending September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; con[illegible] shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superin[illegible] department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

PENNSYLVANIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
HUNTINGDON, 7,051.													
News (R) (J) (31)	4,629	.035	.035	Joseph F. Biddle	Joseph F. Biddle	Joseph F. Biddle	Joseph F. Biddle	Joseph F. Biddle	Joseph F. Biddle	D. S. Block	D. S. Block	D. S. Block	E. B. Shore
INDIANA, 7,043.													
Gazette (none)	....	.029	.029	Indiana Ptg. & Pub. Co.	R. H. Ray & F. M. Smith								
JEANNETTE, 10,627.													
News-Dispatch (R) (J) (145)	3,875	.035	...	Jeannette Pub. Co.	C. M. Bomberger	C. M. Bomberger	J. C. Loughead	C. M. Bomberger	C. M. Bomberger	Henry McNally	Herbert Appel	Henrietta Hart	N. C. Griffith[2]
JERSEY SHORE, 6,103.													
Herald (I) (J) (31)	1,250	.029	.029	Herald Pub. Co.	E. F. Peterman	E. F. Peterman	E. F. Peterman	J. H. Crane	J. H. Crane	J. H. Crane	J. H. Crane	J. H. Crane	Thomas Bacon
JOHNSTOWN, 67,327.													
†Democrat (D) (J) (9)	11,688	.05	.039	Johnstown Democrat Co. Warren Worth Bailey, Pres.	Warren Worth Bailey	Warren Worth Bailey	Jas. A. Blough	Frank J. Studeny	Frank J. Studeny	Frank J. Studeny	R. Q. Wilson	Chas. Pfeistor	F. J. Studeny; F. J. McMullen[1]
†Ledger (R) (85)	15,879	.05	...	Walter R. Suppes	Walter R. Suppes	H. Richmond Campbell	Walter R. Suppes	W. E. Mulhollen	W. E. Mulhollen	H. Dix Tittle	Lowell Berkebile	M. O. Hartman	J. H. Thompson
Tribune (R) (21)	38,451	.07	.08	Anderson H. Walters	A. H. Walters	J. Campbell Murphy			W. A. G. Lape	J. Wilbur Werry	J. D. Walker		W. G. Barnes
KANE, 7,283.													
Republican (R) (85)	2,630	.021	.021	G. Scott Smith	G. Scott Smith	Ross Knapp		G. Scott Smith	W. C. Colling				
KITTANNING, 7,153.													
Simpson's Leader-Times (I) (none)	5,137	.025	.018	Simpson's Pub. Co.	John T. Simpson	John T. Simpson	Roland B. Simpson	Roland B. Simpson	Frank M. Shubert	David H. Henry	David H. Henry	David H. Henry	Roland B. Simpson
LANCASTER, 53,150.													
Examiner-New Era (R) (13)	17,394	.06	...	New Era Pub. Corp.	Oliver J. Keller	Oliver J. Keller	Elmer Curry	J. R. Gilbert	A. W. Harnish	E. H. Levan	C. T. Buck	W. C. Gaenzle	H. S. Cresbaugh
Intelligencer (D) (8)	12,252	.08	...	News Journal, Inc.	J. F. & J. H. Steinman	A. E. McCullough	Martin L. Rudy, Jr.	J. F. Steinman	I. Z. Buckwalter	L. G. Shenk; Henry C. Carpenter[2]	E. A. Miller	G. C. Cummings	M. Detweiler
†News-Journal (I) (J) (8)	13,030					W. L. Robinson	John Carter	J. F. Steinman	I. Z. Buckwalter	Louis G. Shenk; Henry C. Carpenter[2]			
LANSFORD, 9,625.													
Record (I) (J) (85-4)	3,119	.021	...	D. G. Watkins	John T. Simpson; D. G. Watkins	D. G. Watkins	Victor J. Dougherty	D. G. Watkins	D. G. Watkins	W. L. Rutty	John L. Boyle	W. L. Rutty	C. A. Sweeney; W. A. Gormley[1]; H. B. Newcomer; J. F. Blakeney[1]
LATROBE, 9,484.													
Bulletin (I-R) (J) (145)	4,595	.025	...	Latrobe Ptg. & Pub. Co.	Thos. M. Whiteman	Thos. M. Whiteman	Rob't S. McConnell	Harry J. Whiteman	Harry J. Whiteman	Harry J. Whiteman		Rose E. Berkmyer	
LEBANON, 24,643.													
News (R) (J) (85)	9,224	.035	.03	Lebanon News Pub. Co.	A. B. Schropp	A. B. Schropp	J. H. Maubeck	A. B. Schropp	A. B. Schropp	H. L. Wilder	F. W. Hurst		J. K. R. Schropp[2]
Report (I-R) (J) (41-75)	4,451	.02	...	William R. Mark	William R. Mark		Mary Frazier	W. R. Mark	W. R. Mark	John Richards	Robt. Fisher		Samuel Martin[1]
LEHIGHTON, 6,102.													
Leader (I) (J) (none)	....	.015	.015	Guy V. Morthimer	Guy V. Morthimer	Guy V. Morthimer							Guy V. Morthimer
LEWISTOWN, 9,849.													
Sentinel (I) (J) (none)	5,323	.02	.02	Sentinel Co.	Meredith Meyers	Meredith Meyers	Wm. G. McKee	Walter Fosnot	Walter Fosnot	James W. Hoffman	Donald W. Notestie		Harry R. Ritter; J. Edgar Thompson[1]
LOCK HAVEN, 8,557.													
Express (I) (J) (d) (none)	3,093	.018	...	Lock Haven Express Ptg. Co.	F. D. O'Reilly	F. D. O'Reilly	C. E. Oberheim	W. A. Kinsloe	W. A. Kinsloe	W. A. Kinsloe	Clyde Yoxheimer	W. A. Kinsloe	F. S. Painter; Clyde Yoxheimer
MAHANOY CITY, 15,599.													
Mahanoy Press (I) (J) (31)	4,200	.025	.02	Press Pub. Co.	D. Hiram Morgan	D. Hiram Morgan	James Crossen	E. R. Williams	E. R. Williams	Harry Schmerin	Harry Schmerin	Harry Schmerin	
Record-American (85)	4,191	.025	...	American Tribune Pub. Co.	James H. Kirschner								Francis Whitaker; Ben. F. Nelson[1]
MAUCH CHUNK, 3,666.													
News (I) (J) (85)	2,200	.018	.007	E. B. Rauch									R. C. Rauch
Times (I) (J) (4) (d)	2,087	.014	...	James J. Boyle	James J. Boyle	James J. Boyle							
McKEESPORT, 45,975.													
News (I) (85)	11,954	.036	...	Daily News Pub. Co.	Jess E. Long	Jess E. Long			Jess E. Long				F. D. Harris
MEADVILLE, 14,568.													
†Tribune-Republican (R) (J) (85)	5,113	.032	...	Tribune Pub. Co.	Walter Irving Bates	Walter Irving Bates	H. S. Phillips	Walter Irving Bates	E. H. Sackett	E. H. Sackett	C. B. Minold		H. B. Klingminth[2]
Republican (see Tribune-Republican)	2,199	...	...	Thomas Printing House	Edward Thomas								
MIDDLETOWN, 5,920.													
Journal (R) (J) (none)	1,451	.01	...	A. L. Etler	A. L. Etler	H. B. Fox	E. M. Campbell	H. B. Fox	H. B. Fox				Henry Fox, Jr.[2]
MILTON, 8,638.													
Standard (I) (J) (85)	3,213	.021	.021	Penn G. Hastings	Penn G. Hastings	Fred G. Hastings		Penn G. Hastings	Penn G. Hastings	Percy W. Hastings	E. H. Follmer	Percy W. Hastings	Wilbur Mauger
MONESSEN, 18,179.													
Independent (R) (J) (none)	2,775	.016	...	H. R. Pore	H. R. Pore	H. R. Pore	Frank G. Lane	Geo. C. Diehl	Geo. C. Diehl	Frank G. Lane	Lee Roberts	Bess M. Dowler	G. C. Piehl
MONONGAHELA, 8,368.													
Republican (none) (d)	2,863	.014	...	Chill W. Hazzard Co., Pubs.									
MT. CARMEL, 17,469.													
Item (I) (J) (85)	3,914	.036	.036	Item Pub. Co.	Wm. Penn Kemble		John L. Latshaw	Wm. Penn Kemble		Stephen A. Milo	John Foley		Raymond J. Howells; Harold L. Anthony[3]
News (I) (J) (31)	3,500	.018	.011	L. S. Marx	H. T. Bossert	L. S. Marx	C. L. Reardon	L. S. Marx	L. S. Marx	S. I. Herman	Andrea Comite		W. Max Walker; J. G. Slote[1]
NATRONA, 5,500.													
Press (none) Rate includes insertion in Tarentum Valley News.	3,140	.018	...	News Printing Co.	George P. Schmitt								
NEW BRIGHTON, 9,361.													
Beaver Valley News (R) (4)	1,212	.007	.007	F. S. Reader & Son	F. S. Reader	W. S. Reader	W. S. Reader	W. S. Reader	W. S. Reader	Robert W. Reader			
NEW CASTLE, 44,938.													
Herald (I) (85)	7,126	.032	.032	H. C. Ogden	Thos. O'B. Flynn	Thos. O'B. Flynn	Joseph M. George	Thos. O'B. Flynn	Thos. O'B. Flynn	James Byrne; E. C. Cayden[2]	S. G. Varley		
News (R) (none)	13,114	.036	...	News Co.	George W. Conway	Fred L. Rents	George W. Conway	Fred L. Rents					
NEW KENSINGTON, 11,987.													
Dispatch (R) (J) (106-126)	3,808	.02	...	N. K. Dis. Pub. Co., Inc.	M. P. Endean				Ed. R. Peay	J. T. Endean	Henry Hufford	Mrs. F. Wolfe	H. W. King[1]
NORRISTOWN, 32,319.													
Herald and Times (R) (J) (13)	13,386	.06	.04	Ralph Beaver Strassburger	Odell Hauser	Walter A. Wilson		J. W. Magers	John C. Dye	Roy Huber	Walter G. Andrews		Reuben B. Shortz; G. W. Winthrop[1]
OIL CITY, 21,274.													
†Derrick (R) (J) (109-118)	6,597	.035	.025	Derrick Pub. Co.	R. W. Egan	Geo. F. Turnbull	Cecil Johnson	Neal J. McBride	Neal J. McBride	Jos. R. Calvert	Louis E. Lauer	Jos. R. Calvert	C. B. McQuown; Jos. S. Nelson[1]
Blizzard (I) (J) (85)	3,344	.018	011	Blizzard Pub. Co., Inc.	Samuel M. Rosenthal	Samuel M. Rosenthal			C. F. Halderman	Samuel M. Rosenthal			Samuel M. Rosenthal[1]
PHILADELPHIA, 1,823,779.													
Bulletin (I-R) (146)	503,368	.60	.60	William L. McLean	Fred Fuller Shedd	William B. Craig	Charles Israel		William Simpson	William Simpson			George O. Roe
†Inquirer (m) (I-R) (E)	224,402	.40	...	James Elverson, Jr.	Charles H. Heustis	John T. Custis	Eugene O'Keefe	James Elverson, Jr.	E. I. Bacon	E. I. Bacon	Howard Lee	F. C. Eberle	
Sunday edition	401,303	.55	...										
Item (Sunday only) (R) (*8) (none)	37,760	.13	.13	James J. Wray	Elwood Hubbard	Carl Lorine		James J. Wray		William Eagle	George Street		
†North American (I-R) (m) (160-161-12)	138,887	.288	...	E. A. Van Valkenburg	E. A. Van Valkenburg	F. F. Forbes	E. J. Hunter		Jas. P. Considine	E. S. Edmondson; J. W. Le Gallez[2]	J. L. Farley	I. W. Williams	E. W. Prophet
Sunday edition	183,309	.388											
†Public Ledger (m) (I) (J) (E) *8 (23-113-102) Evening edition	96,027 / 177,577	.55 / .55	.55 / .55	Cyrus H. K. Curtis	David E. Smiley	Morris Lee & Merritt Bond	Arthur Joyce; H. S. Nason	John C. Martin	John C. Martin	Geo. F. Goldsmith	J. M. Annenberg		Joseph Clapham; C. B. Reed
Sunday edition	218,426	.50	.50										
†Record (m) (D) (139)	128,130	.25	.25										
Sunday edition	120,324	.30	.30	John P. Dwyer		John P. Dwyer	John T. Gibbs		Rowe Stewart	Wm. H. H. Neville	Thomas P. Welch	P. J. Carlin	Arthur J. Eissing
Star (none)	....	.10	...	Starr Printing Co.	Henry Starr Richardson								

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PHILLIPSBURG, 3,900.													
Journal (I) (J) (none)	2,150	.011	...	W. T. Bair	W. T. Bair			W. T. Bair					W. T. Bair[1]
PHOENIXVILLE, 10,384.													
Republican (I-R) (J) (none) (d)	3,150	.021	.021	Phoenixville Pub. Co.	Chas. E. Albert			Chas. E. Albert					Harry Crotherd[1]
PITTSBURGH, 588,193.													
Chronicle-Telegraph (R) (E) (80-12)	107,904	.21	.21	Newspaper Ptg. Co.	George S. Oliver	Charles W. Danziger	Robert M. Chilton	George S. Oliver	David B. Smith	Urban E. Dice	Joseph Aylward	Wm. Griffith	James B. Neal
†Gazette-Times (m) (R) (E) (80-12)	110,380	.21	.21	Newspaper Ptg. Co.	George S. Oliver	Charles W. Danziger	L. C. Carson	George S. Oliver	David B. Smith	Urban E. Dice	J. H. Miller, Jr.	Wm. J. Griffith	James B. Neal
Sunday edition	133,406												
Press (m) (I) (E) (3)	157,201	.25	.25	Wm. G. Chandler, Pres.	E. E. Cook	J. Y. Chidester	John Hanlon	T. R. Williams	T. R. Williams	H. C. Milholland	C. G. Perry	George S. Foster	Edward Beiber
Sunday edition	221,429												
†Post (m) (D) (86)	117,556	.21	.21	Post Pub. Co.	W. U. Christman	W. E. Christman	Ray Sprigle			J. E. Trower, Vice-Pres.	H. L. Beck	R. E. Berryman	Ross Hawk
Sunday edition	172,551	.23	.23										
Sun (I-D) (86)	92,303	.20	.20	Sun Pub. Co.	F. W. Merchant	F. W. Merchant	C. L. Lancaster			J. E. Trower, Vice-Pres.	H. Pearce	R. E. Berryman	Ross Hawk
PITTSTON, 18,497.													
Gazette (I-R) (J) (63)	3,606	.025	...	William J. Peck	William J. Peck	Tallie Evans	Tallie Evans	William J. Peck	William J. Peck	William J. Peck	William J. Peck	William J. Peck	Ed. C. Nagel; H. C. Hunt[1]
POTTSTOWN, 17,431.													
Ledger (R) (J) (85)	2,541	.021	.021	Pottstown Ledger Co.	Earl R. Roth	Earl R. Roth	Earl R. Roth	P. Quinn Roth	Raymond W. Roth	P. Quinn Roth	P. Quinn Roth	P. Quinn Roth	Raymond W. Roth[2]
†News (I) (J) (133-75)	7,194	.03	.03	Pottstown Daily News Pub. Co.	J. Ernest Spare			W. L. Binder		John T. Wagner; H. W. Feather[2]	Horace Hallman		Chas. H. Stetler; W. Howard Moyer[1]
POTTSVILLE, 21,876.													
Chronicle (none)	....	.018	...										
Journal (J) (100-138)	9,810	.025	.03	H. I. Silliman	H. I. Silliman	H. G. Rhodes	Wm. Kehoe	H. I. Silliman	H. G. Rhodes	H. G. Rhodes	Evan Miller		Wm. Cole
†Morning Paper (R) (J) (61)	1,814	.07	.06	Joseph H. Zerbey	Joseph H. Zerbey	Joseph H. Zerbey, Jr.	Joseph H. Zerbey, Jr.	Edmund L. Clifford	Edmund L. Clifford	Edmund L. Clifford; J. H. Zerbey, Jr.[2]	J. H. Zerbey, Jr.	J. H. Zerby, Jr.	Edmund J. Clifford[2]
Republican (R) (J) *Sat (61)	11,910												
PUNXSUTAWNEY, 10,311.													
Evening Spirit (R) (J) (none)	4,400	.029	...	Spirit Pub. Co.	W. O. Smith	W. O. Smith	P. L. Smith	E. C. Kyper	E. C. Kyper	E. C. Kyper	J. B. Hunger		E. C. Kyper[1]
READING, 107,784.													
Eagle (m) (I) (J) (156)	35,724	.09	.09	Reading Eagle Co.	Albert N. Burkholder		Benjamin A. Fryer	John W. Rauch		Wm. A. Althouse	D. K. Hoch		Byron Mortimer[1]
Sunday edition	25,513												
Herald-Telegram (I) (35)	15,015	.055	.055	C. Godwin Turner	E. D. Spohn			William Preston					
Times (35)	7,232	.04	.035	Reading Times Pub. Co.	Abe Hurwitz		W. Earl Homan		I. J. Hornstein	C. W. Johnston	J. V. Hollett		H. Y. Sterrett
†Tribune (m) (18-136)	12,155	.05	.04	Reading Tribune, Inc.		Herbert D. Brauff	John J. Schans	A. E. McGavin		Paul Kleinspehn	Calvin Derninger	J. O. Knight	Frank Jacobs
RENOVO, 5,877.													
Record (J) (none) (d)	....	.014	...	John U. Shaffer		John U. Shaffer	John U. Shaffer	John U. Shaffer	John U. Shaffer	G. Byron Ulp			G. Byron Ulp[1]
RIDGWAY, 6,037.													
Record (R) (J) (106-5)	2,672	.016	...	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	C. B. McCabe, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.[2]
ST. MARYS, 6,967.													
Press (I) (J) (31)	1,200	.014	.014	J. A. Dippold	G. A. Mohr	G. A. Mohr	A. G. Brehm	J. A. Dippold	J. A. Dippold	J. A. Dippold	Mrs. J. A. Dippold		Jerome Rogan[2]
SAYRE, 8,078.													
Times (I) (106-5)	4,700	.02	...	Sayre Printing Co.	Frank E. Wood	Frank E. Wood	R. C. Hascall	Frank H. Cook	Frank H. Cook	Frank H. Cook	Frank H. Cook	Frank H. Cook	
SCRANTON, 137,783.													
Dispatch	17,000	.07	...	Scranton Dispatch Pub. Co., A. J. Kubelus, Pres.	James S. Gibbons	James S. Gibbons	Tom Brislin	James S. Gibbons	James S. Gibbons	James S. Gibbons	John Gibbons		Dennis Brislin; A. G. Kubelus[1]
†Republican (R) (J) (E) (13)	30,056	.10	...	W. J. Pattison	John E. Barrett	James F. Mitchell	B. B. Powell	W. J. Pattison	W. J. Pattison	T. J. Duffy	Fred I. Cook	R. J. Knight	S. A. Cahoon[1]
Scrantonian (Sunday only) (I) (63)	36,907	.09	...	Scrantonian Pub. Co.	E. Tracy Sweet			W. M. Finn	W. M. Finn	Vic Burschel	Anthracite News Co.	Vic Burschel	James Ryan
Telegram (Sunday only) (I)	7,100	.03	.03	Chauncey H. Derby	Chauncey H. Derby	Chauncey H. Derby							
Times (D) (83)	39,587	.10	.10	E. J. Lynett	E. J. Lynett	J. D. Keator	A. J. O'Malley	J. E. Bradley		J. W. Flanagan	E. J. Cullen		
SHAMOKIN, 21,204.													
Dispatch (I) (41-75)	4,145	.021	.021	Leader Pub. Co.	Clayton S. Scott	Clayton S. Scott	Howard O. Siglin	Clayton S. Scott	Clyde F. Ketner	Thos. Cook	Harry A. Long	Edith G. Lloyd	Edw. H. Kear
News (I) (J) (85)	4,298	.021	...	News Pub'l & Ptg. Co., Inc.	J. F. Hoover	J. F. Hoover	Harry Morningwake	J. F. Hoover	J. F. Hoover	J. M. Kline	A. T. Marbefka	J. M. Kline	C. C. Hoover; W. F. Buffington[1]
Herald (I-R) (J) (85)	2,241	.014	...	J. Irvin Steel, editor and publisher									
SHARON, 21,747.													
Herald (I-R) (J) (85)	5,861	.021	.021	Sharon Herald Pub. Co.	T. C. FitzGibbon	W. B. Ramsay	W. B. Ramsey	A. W. McDowell	A. W. McDowell	C. B. Larts	J. B. Furey	C. B. Larts	J. Pharmer
Telegraph (I-R) (106-5)	5,240	.021	...	Addison C. Dickinson	Joseph D. Shatto	A. G. Dickinson	Joseph B. Lavery	A. G. Dickinson	A. G. Dickinson	Chas. E. Peck; A. G. Dickinson[2]	H. C. Comstock	Miss Mildred Cairey	Horace Clark
SHENANDOAH, 24,726.													
Herald (R) (J) (85)	4,830	.021	...	Herald Ptg. Co.	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	T. J. Davies	C. L. Fowler; T. J. Davies[1]
STROUDSBURG, 5,278.													
Record & Times Democrat (D) (J) (65)	4,372	.03	.04	Monroe Pub. Co.	Colley S. Baker		A. F. Everitt	N. A. Frants	N. A. Frants	L. H. Cross	E. H. Schoonover	I. C. Miller	N. H. Bender; N. O. Bender[1]
SUNBURY, 15,721.													
Sunbury Daily (I) (J) (85)	4,399	.021	...	W. F. Eichholtz	W. F. Eichholtz		Francis G. Burrows			D. Alden Arthur	Roy H. Elsely; Lewis Dewart[2]		J. O. Lawrence[2]
Daily Item (I) (J) (none)	4,216	.021	.018	C. S. Farra	Harry H. Haddon		Harry H. Haddon	C. S. Farra		J. S. McCombs	G. Francis Kalb		Walter Weeder; M. E. Smith
SUSQUEHANNA, 3,764.													
Transcript (I-R) (J) (d) (4-145)	1,180	.014	.10	U. G. Baker	U. G. Baker	U. G. Baker	U. G. Baker	U. G. Baker					
TAMAQUA, 12,363.													
Courier (I-R) (J) (85)	3,478	.021	...	John M. & R. H. Harris	John M. Harris	John M. Harris	Robert C. Brown	Robert H. Harris	Robert H. Harris	E. Moe Hirsh	Allen S. Stewart		Frank Miller
TARENTUM, 8,925.													
†Telegram (R) (J) (145)	2,951	.02	.02	Telegram Prt. & Pub. Co.	Frederick Mackey	Frederick Mackey	Ray Stuart	Frederick Mackey	Frederick Mackey	O. J. Brukner	I. L. Cohen	O. J. Brukner	Howard Brougher; P. W. Schmidt[1]
Valley Daily News (R) (J) (none)	3,140	.018	...	News Ptg. Co.	George Stuart	C. P. Howe	George Stuart	C. P. Howe	C. P. Howe	G. P. Schmitt	Hilda Larson	Laura Evans	W. A. Hawthorne[2]
TITUSVILLE, 8,432.													
†Herald (R) (J) (85)	4,888	.029	.011	E. T. Stevenson	E. T. Stevenson	E. W. McNall	E. W. McNall	E. T. Stevenson	E. T. Stevenson		E. E. Ricketts		W. W. Kellogg; A. Benson[1]
TOWANDA, 4,260.													
†Review (I) (J) (63)	5,045	.03	.02	D. M. Turner		D. M. Turner	Staley M. Clark		T. J. Finn	T. J. Finn	T. J. Finn		C. A. P. Kimball[2]
TYRONE, 9,084.													
Herald (J) (none) (d)	2,162	.014	.014	Tyrone Herald Co., Inc.		Claude Jones		T. C. Smith					
UNIONTOWN, 15,692.													
Genius (see Herald)	6,649	.03	.03	Fayette Pub. Co.	H. G. Sturgis		J. Fred Shean; J. S. Albright		W. P. Harader	C. D. Harader	I. W. Coldren		R. M. Berry
†Herald (R) (none)	9,952												
News Standard	4,700	.012	...	News Pub. Co.	John O'Donnell	O'Neil Kennedy			Dan O. Little	Chas. Levin	Thos. B. Hunt	Alex Frerich	Jack Chocola[1]
WARREN, 14,256.													
†Mirror (R) (85)	3,100			Times Pub. Co., Inc.	John H. A. Kelly; Paul Riston	S. E. Walker	R. O. Walker; C. A. Berger	S. E. Walker	W. A. Walker	J. Knoll	Charles Kirscharts		F. Masterson
Times (D) (85)	3,805	.036	.036										
Tribune	4,200	...	1.9	Warren Tribune Co., Inc.	Hugh F. Eames		Ed. C. Lowrey	Charles B. Hollinger	Charles B. Hollinger	C. L. Houser Co.[2]	James M. Armstrong		Bernard Weidert
WASHINGTON, 21,480.													
†Observer (I) (21)	10,840												
Reporter (J) (21)	5,562	.06	.036	John L. Stewart	John L. Stewart	John L. Stewart	Lem Day; Minor Day	John L. Stewart	John L. Stewart	Howard L. Christman	W. P. Wilson	Howard L. Christman	Frank B. Gaul[1]

Explanation: **Dagger (†)** indicates morning newspapers. (m) indicates **Sunday morning edition**; (e) indicates **Sunday evening edition**. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as **S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly.** Figures are key numbers to the **list of special advertising representatives.** Where more **than one number is given, the first is East and the second West.** (d) do not use mats. (t) do not use plates. **Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923.** All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and **only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only.** All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [2]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

PENNSYLVANIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
WAYNESBORO, 9,720.													
Press (I) (J) (4-106-5) (d)	1,948	.015	.015	John H. Zink, Walter T. Todd	Walter T. Todd	C. H. Ervin	W. Harry Gordon	Walter T. Todd	Walter T. Todd	Walter T. Todd	Walter T. Todd	Walter T. Todd	Walter T. Todd[1]
Record-Herald (I) (85)	2,923	.021	.018	Waynesboro Record Co.	Robert C. Gordon	Robert C. Gordon	Paul M. Yost	Robert C. Gordon	Robert C. Gordon	Robert C. Gordon	A. S. Etter	Robert C. Gordon	C. A. Waynant
WEST CHESTER, 11,717.													
Local News (I) (71)	11,057	.03	.03	Daily Local News Co. of Westchester, Pa., Inc.	W. W. Thomson	W. W. Thomson	E. L. McKinstry	L. H. Shields	L. H. Shields	L. H. Shields	Jos. B. Taylor		W. A. Clark
WILKES-BARRE, 73,833.													
Independent (Sunday only) (I) (136)	17,352	.06	.04	Wilkes-Barre Ind. Co.	Thomas F. Heffernan	John V. Heffernan	Joseph T. Murphy	Thomas F. Heffernan	Thomas F. Heffernan	George P. Heffernan	Peter A. Golden		Joseph F. Rusnock
News (R) (100-138)	12,740	.035	...	John A. Hourigan	George W. Williams	George W. Williams	George W. Williams			James F. McKeown	T. F. McCarthy	James F. McKeown	
†Record (R) (9)	21,205	.05	.05	Wilkes-Barre Record Co.	Eugene T. Glering	J. Andrew Boyd	Robert W. Johnson	Guy W. Moore		H. L. Campbell	P. C. Robinson	H. L. Campbell	Jos. L. Daley
Sunday Telegram (m)	12,000	.04	...	Ralph R. Govin, Jr.	Joseph J. Gorman	Joseph J. Gorman		Ralph R. Govin, Jr.	Ralph R. Govin, Jr.	Frank O'Donnell	A. A. Hassan		J. F. Larkin
Times-Leader (I) (J) (83)	23,047	.05	.053	Leader Pub. Co.	F. C. Kirkendall	Joseph T. Murphy	P. J. Willman	Ernest G. Smith	Ernest G. Smith	J. F. Crawley; Bessie Lenahan[3]	P. J. Golden	E. T. Hickey	Wm. G. Boyle; A. L. Jones[1]
WILLIAMSPORT, 36,198.													
†Gazette & Bulletin (R) (J) (9)	9,943	.03	...	Gazette & Bulletin									
Sun (I) (92)	18,166	.05	...	George E. Graff	John E. Person	Edmund H. Wolf	Howard E. Ade	George E. Graff	W. I. N. Cox	Harry C. Hagan	David G. Stark		
YORK, 47,512.													
†Gazette & Daily (I) (J) (71)	17,360	.05	...	J. W. Gitt	J. W. Gitt	T. B. Elsesser	R. B. Sturgeon	J. W. Gitt	J. W. Gitt	G. A. Dietz; Harold Coffman[3]	F. E. Kain	P. Nichol	Harry A. Morris; H. E. Pfleger[1]
Dispatch (R) (J) (9)	17,873	.05	...	Dispatch Pub. Co.	Wm. L. Taylor	William L. Taylor	E. B. Williamson	H. W. Young	H. F. Eyster	R. M. Stagemeyer; H. F. Eyster[3]	Chas. K. Blasser	R. M. Stagemeyer	D. P. Young; S. C. Frey[1]

PHILIPPINE ISLANDS

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
MANILA, 283,613.													
†Bulletin (I) (none)	5,673	.025	.025	Carson Taylor	C. Russell Zeimirger	C. Russell Zeimirger	Guy D. Loomis	Carson Taylor	D. H. Lawsen	D. H. Lawsen	Cayetano Ramirez	W. L. Highsmith	W. C. Wilson
†Herald (m) (I)	4,000	...	...	Herald Pub. Co.	Conrado Benitez								
Sunday edition	5,750												
Times (I) (m)	3,854	...	...	Times Co., Inc.	S. H. Musick								
Sunday edition	3,854												

PORTO RICO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ARECIBO, 10,039.													
El Regionalista (J) (d) (t)	500	...	...	Eligio Mendizabal	Eligio Mendizabal	Eligio Mendizabal	Eligio Mendizabal	Eligio Mendizabal	Eligio Mendizabal	Eligio Mendizabal	Eligio Mendizabal	Eligio Mendizabal	Eligio Mendizabal
PONCE, 41,912.													
El Aguila de Puerto Rico (R) (J) (d)	1,300	...	...	Alfonso Gual	Alfonso Gual	Alfonso Gual		Alfonso Gual					Antonio Ortiz[1]
SAN JUAN, 71,443.													
†El Mundo (E) (t) (none) (E)	8,750	.018	...	Puerto Rico Ilustrado	Romualdo Real	Alejandro Bozzo			Alejandro Bozzo	Alejandro Bozzo	M. Ruiz		Luis Goniez
Le Correspondencia de Puerto Rico (none)	10,000	.018	.018	Le Correspondencia de P. R., Inc.		Jose Labrador	Jose Labrador	Jose Labrador	Jose Labrador	Rafael Labrador	Rafael Labrador	Rafael Labrador	Jose Labrador
Sunday edition	10,000												

RHODE ISLAND

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ARCTIC-WEST WARWICK, 4,500.													
Pawtuxet Valley Times (I) (J) (none)	2,436	.021	.021	Irving P. Hudson	Irving P. Hudson	Irving P. Hudson	Wilton P. Hudson	Irving P. Hudson	William J. Hammond	Irving P. Hudson	William J. Hammond	William J. Hammond	
NEWPORT, 30,255.													
†Herald (none)	3,529	.045	.045	Herald Pub. Corp.	L. K. Carr	L. K. Carr	W. D. Hogard	L. K. Carr	S. J. Buckley	L. K. Carr	L. K. Carr	L. K. Carr	S. J. Buckley
News (I) (none)	6,530	.026	.026	T. T. Pitman Corp.	Edw. A. Sherman	Benj. F. Thurston	Fred M. Hammett	Edw. A. Sherman	Francis I. Greene	Francis I. Greene	Carl Gustafson		
PAWTUCKET, 64,248.													
Times (I-R) (58)	24,453	.07	.07	Times Pub. Co.	Charles R. Thurston	Archie O. Adams	Peter J. Carroll	Charles O. Black	Charles O. Black	Harry B. Adsit	Stanley Black	Milton O. Black	David O. Black
PROVIDENCE, 237,595.													
Bulletin (I) (E) (48-12)	61,367	.15	.135			Sevellon Brown	Ashley Gibson		Allison Stone	A. L. Poorman	Thos. Farrelly	James A. Doherty	Frank E. Shaw
†Journal (m) (I) (E) *S (48-12)	35,129	.09	.08			George Carpenter	L. V. Mooney		Allison Stone	Arthur L. Poorman	Thos. Farrelly	James A. Doherty	Frank E. Shaw
Sunday edition	58,167	.14	...										
News (I-D) (115-116)	27,068	.07	.06	James C. Garrison	John A. Hennessy	John A. Hennessy	Jean B. Sabate		R. I. Wakeman	W. P. Kennedy, Jr.	Edward Donlan	James Burns	Charles Rothemich
Tribune (m) (I) (E) (106-5)	22,576	.09	.08	Providence Tribune Co.	George W. Potter	David J. Barry	Martin J. Flaherty	David J. Barry	David J. Barry	Timothy F. Dwyer	Daniel J. Dwyer, Jr.	Anthony H. Francis	Daniel J. Dwyer
Sunday edition	10,256												
WESTERLY, 9,952.													
Sun (m) (R) (J) (21)	4,592	.025	.025	Geo. B. Utter	Geo. B. Utter	Geo. B. Utter	Edgar P. Maxson	Geo. B. Utter	Geo. B. Utter	Wilfred B. Utter	G. B. Utter	Wilfred B. Utter	Lewis Greene[3]
Sunday edition	4,642												
WOONSOCKET, 43,496.													
Call (I) (58)	13,437	.05	.05	Samuel E. Hudson	Samuel E. Hudson	Arthur H. Crowell	Timothy J. Crane	Charles W. Palmer	Charles W. Palmer	Charles W. Palmer; Rose M. McCaffrey[3]	Charles W. Palmer	Nellie I. Staples	Frank E. Fairbanks

SOUTH CAROLINA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ANDERSON, 10,570.													
†Tribune (m) (I) (100-138)	4,429	.025	.025	E. V. Crist	E. V. Crist	J. Metcalf	J. Metcalf	E. V. Crist	E. V. Crist	T. C. Jackson	Z. L. Roberts	Ray King	J. W. Britt
Sunday edition	4,429												
Mail (D) (21)	4,120	.025	.018	G. P. Browne	G. P. Browne	G. P. Browne	W. S. Bewley	G. P. Browne	R. P. Browne	G. Paul Browne	E. T. Burris	G. Paul Browne	Paul Murphy
CHARLESTON, 67,957.													
†News-Courier (m) (D) (9)	7,260	.05	...	News & Courier Co.	Robert Lathan		T. P. Lesesne	Robert Lathan	Charles Robertson	H. H. Baynard	A. F. Carrere	O. N. Dodd	C. St. J. Bertorelli
Sunday edition	8,811												
Post (I-D) (22)	11,527	.05	...	Evening Post Pub. Co.	T. R. Waring		F. O. Emerson		H. T. McGee	G. J. Jenkins; L. J. Davis	V. L. T. Cooper		A. B. Dennis
COLUMBIA, 37,524.													
Record (m) (D) (20)	16,042	.05	.035	R. Charlton Wright	R. Charlton Wright	Wyatt A. Taylor	Wyatt A. Taylor	R. Charlton Wright	John H. Clymer	John H. Clymer[3]	V. S. Wright	I. A. Wilson	E. R. Britton
Sunday edition	15,783												
†State (m) (D) (J) (22)	23,236	.06	...	A. E. Gonzales	W. E. Gonzales	McD. Horton	S. L. Latimer, Jr.		F. C. Withers	W. P. Etchison	J. L. Erwin	C. S. Henry	A. B. Watson; C. C. Muller[1]
Sunday edition	24,286												
FLORENCE, 10,968.													
Times (D) (none)	2,713	.021	.021	Brunson & Gardiner	Mason C. Brunson		Roy Swindell		Charles S. Gardiner	P. H. Rhyne; Chas. S. Gardiner[3]	P. H. Rhyne		
GREENVILLE, 23,127.													
†News (m) (D) (21)	16,350	.06	.036	B. H. Peace	B. H. Peace	J. W. Chapman	E. N. Smith		R. C. Peace	J. A. Willis	A. F. Ballentine	Paul H. Benson	Thos. Cantwell
Sunday edition	17,031												
Piedmont (I-D) (56)	10,220	.04	.03	Geo. R. Koester	J. Rion McKissick	J. Rion McKissick	J. Carter Latimer	Geo. R. Koester	W. B. Swindell	J. G. Young	R. P. Jones	M. D. Chase	M. E. Guntharp
GREENWOOD, 8,703.													
Index-Journal (m) (21)	4,367	.025	...	Index-Journal Co., Pub.	H. L. Watson								
Sunday edition	4,367												
ROCK HILL, 8,809.													
Herald (D) (J) (none)	2,245	.021	.021	A. W. Huckle	A. W. Huckle	A. W. Huckle	J. N. Benton		A. W. Huckle	H. H. Brown	Graham Howle		
SPARTANBURG, 22,638.													
†Herald (m) (D) (22)	5,536	.04	.04	Wm. W. Holland	Chas. O. Hearon	E. W. Wallis	D. A. Tillinghast		Wm. W. Holland	Wm. W. Holland	J. M. Bialock		
Journal (D) (22)	3,579			Wm. W. Holland	J. C. Hemphill	James F. Crook	A. G. Keeney		Wm. W. Holland	Wm. W. Holland	J. M. Bialock		
Sunday Herald	7,136	.04	.04										
SUMTER, 9,508.													
Item (D) (J) (none)	1,982	.018	.018	Osteen Pub. Co.	H. G. Osteen			H. G. Osteen		R. W. Beaty			P. F. Patton; W. L. Williams[3]
UNION, 6,141.													
Times (none) (d)	2,650	.018	...	Union Times Pub. Co.	Lewis M. Rice								

SOUTH DAKOTA

SOUTH DAKOTA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ABERDEEN, 14,537.													
†American (I) (J) (120)	6,817	.06	.06	American News Co.	F. W. Meyers	F. W. Meyers	L. R. Lindgren	C. D. Kimball	C. D. Kimball				
News (m) (I-R) (120)	3,333	...	...	American News Co.	J. H. McKeever	J. H. McKeever	S. Y. Hasvold		C. D. Kimball	C. D. Kimball			
Sunday edition (American News)	8,442	.06	...										
DEADWOOD, 2,403.													
†Pioneer-Times (m) (R) (J) (145) (d)	1,750	.03	...	Bonham & Morford	Earl B. Morford	Earl B. Morford	Duncan Elder	Earl B. Morford	Earl B. Morford	Earl B. Morford	Earl B. Morford	Earl B. Morford	Lee Morford[2]
Sunday edition	1,750												
Telegram (I) (J) (none) (d)	550	.005	.01	Senn Publishing Co.	E. L. Senn	E. L. Senn		E. L. Senn					
LEAD, 5,013.													
Call (R) (J) (4) (4) (d)	1,512	.025	...	J. A. Stanley	J. A. Stanley	J. A. Stanley			Geo. L. Beers	Geo. L. Beers			H. B. Miller[2]
HURON, 8,302.													
Huronite (I) (J) (120-62)	5,035	.04	...	George H. Bowen	George H. Bowen	George H. Bowen	Guy De Shon	George H. Bowen	F. K. Finlayson	F. K. Finlayson	F. K. Finlayson	F. K. Finlayson	W. J. Bachman[2]
MADISON, 4,144.													
Leader (none) (d)	1,138	.016	...	J. F. Stahl, editor and publisher.									
Sentinel (R) (J) (none) (145)	1,045	.011	...	F. L. Mease	F. L. Mease	J. H. Mease	F. L. Mease	F. L. Mease	J. H. Mease	J. H. Mease			Lawrence Glasser[2]
MITCHELL, 8,478.													
Republican (R) (J) (120)	6,595	.04	...	Mitchell Pub. Co.	W. R. Ronald	D. K. Hoopes	D. K. Hoopes		C. H. Arundel	C. H. Arundel			C. P. Hartwick; L. H. Raber[1]
PIERRE, 3,209.													
Capital Journal (I) (J) (130) (d)	850	.018	...	Hipple Ptg. Co.	J. E. Hipple	R. B. Hipple	J. E. Finfrock	R. B. Hipple	E. Taylor	R. B. Hipple	R. B. Hipple	R. B. Hipple	George Bunn; J. E. Hipple[1]
RAPID CITY, 5,777.													
†Journal (m) (R) (J) (none) (145)	2,567	.018	...	Rapid City Journal Co.	Francis H. Case	A. R. Gossage	Harold W. Carol	Joseph B. Gossage	A. R. Gossage	Art Brown			Francis H. Case
Sunday edition	2,567												
Guide (I) (none)	....	.03	...	T. B. Werner	T. B. Werner		F. Crawford	T. B. Werner	J. R. Cavley	T. B. Werner	A. Binckley	A. Binckley	G. Neligh
SIOUX FALLS, 25,176.													
Argus-Leader (R) (120-62)	24,384	.08	.05	Argus-Leader Co.	Chas. M. Day	Harold Safford	Raymond Horn	Baron C. Dow	Ernest J. Kohler	D. T. Kieffer and Ernest J. Kohler[3]	Ernest J. Kohler	Ernest J. Kohler	
†Press (m) (I) (156)	10,078	.06	.05	Press Co.	Chas. H. J. Mitchell	F. C. Christopherson	L. L. Lee	Chas. H. J. Mitchell		H. W. Hussey	A. G. Feick	Z. Z. Relsinger	George L. Roe
WATERTOWN, 9,400.													
Public Opinion (R) (J) (120)	6,261	.04	.035	Public Opinion Pub. Co.	Geo. B. Elliott	Geo. B. Elliott	P. J. Albrook		A. J. Albrook	A. J. Albrook	Florence Potticary		A. R. English[1]
YANKTON, 5,024.													
Press & Dakotan (R) (J) (145)	3,241	.03	.02	Yankton Ptg. Co.	Walter Travis	F. H. Monford	A. W. Westhorpe	W. C. Lusk	M. W. Lusk	M. W. Lusk and W. C. Lusk[3]	M. M. Bennett	F. Peters	Wm. Sargent

TENNESSEE

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CHATTANOOGA, 57,895.													
News (D) (20-155)	25,483	.07	.054	Chattanooga News Co.	Geo. F. Milton	Geo. F. Milton, Jr.	Geo. Butler	W. C. Johnson		W. Allen Kindel and W. H. Blinn[3]	Hubert E. Johnson	Chas. D. Rivers	W. E. Fox[1]
†Times (m) (I-D) (22)	24,058										W. S. King and		
Sunday edition	24,145	.08	.064	H. C. Adler	L. G. Walker	A. S. Ochs II	T. A. Rogers	H. C. Adler	W. S. Weltzell	L. J. Wilhoite	J. A. Wilson		I. J. Gardner
CLARKSVILLE, 8,110.													
Leaf-Chronicle (I-D) (J) (145)	2,225	.025	...	Mrs. W. W. Barksdale	Mrs. W. W. Barksdale		Carl E. Page	Mrs. W. W. Barksdale	Mrs. W. W. Barksdale	Frances Osborne[3]	J. M. McDonnell	Frances Osborne	B. G. Davis[2]
CLEVELAND, 6,522.													
Banner	1,485	.021	.018	W. E. and Will L. Rodgers	Will L. Rodgers								
COLUMBIA, 5,526.													
Herald (none) (d)	2,000	.018	...	Columbia Herald Co.	J. I. Finney								
GREENEVILLE, 3,775.													
Democrat-Sun (I) (J) (d) (none)	4,210	.032	...	E. O. Susong	E. O. Susong	E. O. Susong	E. O. Susong	E. O. Susong	W. H. O'Keefe	H. L. Smith[3]	W. H. O'Keefe	W. H. O'Keefe	W. H. Kinch; W. A. Kennon[1]
JACKSON, 18,860.													
Sun (m) (D) (2C)	5,536	.025	.02	Albert A. Stone	C. Harris Brown		Guy R. Windrom	Albert A. Stone		A. Lacy Price	J. E. McClure	H. L. Connally	
Sunday edition	5,536												
JOHNSON CITY, 12,442.													
†Chronicle (m) (R) (56)	3,471	.035	.035	Chronicle Pub. Co.	Guy L. Smith	Carroll E. King	Fred W. Hoss	Guy L. Smith	W. Gerald Goode	Geo. W. Anderson and Carroll E. King[3]	Orville S. Martin	Andrew Martin	Horace D. Smith
Sunday edition	3,514												
Staff (m) (I) (9)	4,730									H. Carter Dove and			
Sunday edition	5,058	.03	.018	Munsey Slack	Clyde Hodge	Kenneth Fine	Clyde Hodge	Chas. H. Carson	E. Claude King	M. Neurath[3]	Wm. S. Waddell		Harvey P. Broce
KNOXVILLE, 77,818.													
†Journal & Tribune (m) (R) (76-77)	30,372	.06	.05	A. F. Sanford	Wm. Rule	W. M. Clemens	I. J. Simons	A. F. Sanford	Fred T. Bonham	Fred T. Bonham	W. S. Burnett	R. Rex Wallace	
Sunday edition	25,519												
News (I) (3)	10,869	.04	.035	Knoxville News Co.	E. J. Meeman	Loye W. Miller			M. G. Chambers	H. J. Moorhead	A. C. Jarvis		
Sentinel (m) (I-D) (139-36)	25,294	.06	.05	C. B. Johnson	James H. Moore	Wiley L. Morgan	Harold L. Leyshon	C. B. Johnson	H. A. Rouser	H. A. Rousser	H. L. Baker		T. J. Clark
Sunday edition	25,925												
MEMPHIS, 162,351.													
†Commercial Appeal (m) (D) (J) *S (22)	100,956	.18	...	Commercial Pub. Co.	C. P. J. Mooney	C. P. J. Mooney	S. L. Kahn	J. W. Hays	G. W. Ritchie	G. W. Ritchie	W. H. Alexander	G. W. Ritchie	G. W. Reich
Sunday edition	121,887	.21	...										
News-Scimitar (m) (I) (13)	58,373	.14	.09	B. L. Cohn	George Morris	R. L. Millet	Robert Hildebrand	John M. Hertel	John M. Hertel	W. W. Worten; R. D. Sanche[3]	H. J. Strong	Geo. Rohne	H. J. Campbell
Sunday edition	47,062	.15	.10										
Press (I) (3)	36,546	.08	.05	Memphis Press Co.	G. V. Sanders	Walter A. Morrow	Leland G. Swartz	J. A. Keefe	L. E. Herman	W. C. Tichenor	W. E. White	A. N. Renshaw	
MORRISTOWN, 5,881.													
Gazette & Mail (I) (J) (none)	2,541	.032	...	John E. Helms, Jr.	John E. Helms, Sr.	C. O. Helms	John E. Helms, Jr.	John E. Helms, Jr.	John E. Helms, Jr.	C. O. Helms	F. A. Williams	C. O. Helms	Hal A. Noe
NASHVILLE, 118,342.													
Banner (m) (I) *S (9)	47,738	.10	.078	E. B. Stahlman	Walter Cain	M. B. Morton	J. G. Stahlman	E. M. Foster	E. M. Foster	A. B. Clark; K. C. Cayce[3]	J. H. Lackey	A. T. Miller	J. A. Sullivan
Sunday edition	47,782	.11	.086										
†Tennessean (m) (D) (E) (20)	38,227												
Evening edition	22,344	.10	.079	Luke Lea		J. H. Nye	Maxwell E. Benson, A. M. Luke Lea, R. P. Niese, Jr., P. M.		Enoch Brown, Jr.		Walter Seigenthaler	George B. Morgan	Wallace Smith
Sunday edition	37,561												

TEXAS

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ABILENE, 10,274.													
Reporter (I) (D) (none)	5,090												
Sunday edition	5,726	.05	.05	Abilene Ptg. Co., Inc.	Frank Grimes	Geo. S. Anderson	Hubert Cooper	Bernard Hanks	Bernard Hanks	Manly Hanks	G. B. Wilson		T. J. Hill
AMARILLO, 15,494.													
†News (m) (I-D) (none)	7,705	.06	...	J. E. Nunn and J. L. Nunn	D. M. Warrin	D. M. Warrin		J. L. Nunn	G. W. Camp	W. T. Stanberry; G. W. Camp[3]	T. N. Smissen		R. A. Babb
Post (See News)													
Evening Edition Est. Nov. 1, '23.													
Sunday edition	7,705												
ATHENS, 3,276.													
Review (I-D) (J) (4)	550	.011	.011	Athens Review Ptg. Co.	R. T. Craig	R. T. Craig	R. T. Craig		A. M. Barnes	A. M. Barnes			

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

TEXAS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AUSTIN, 34,876.													
†American (m) (I) (9)	10,246	.05	.05	American Pub. Co.	Chas. E. Marsh	Martin Anderson		Charles E. March	Charles E. March	D. M. Bernard	W. P. Allen	A. A. Oxford	O. G. Williams
Sunday edition	13,342	.06	.06										
Statesman (m) (8)	5,066	.04	.04	Capital Printing Co.	Edmunds Travis	Edmunds Travis	E. J. Walthal	W. C. Storey	W. C. Storey	J. P. Padgett; W. C. Storey[3]	J. R. Pera		
Sunday edition	5,606												
BALLINGER, 2,767.													
Ledger (none) (d)	723	.009	...	Ballinger Printing Co.	A. W. Sledge			C. P. Shepherd	C. P. Shepherd	Troy Simpson	Anna Jean Sharp	Anna Jean Sharp	P. C. Straley
BAY CITY, 3,454.													
Tribune (none) (d)	....	.009	...	Tribune Printing Co.	Carey Smith								
BEAUMONT, 40,422.													
†Enterprise (m) (D) (8)	22,119	.08	.08	W. P. Hobby, J. L. Mapes	Alfred Jones	S. P. Etheredge	S. P. Etheridge	J. L. Mapes	M. C. Hoffmeister	O. S. Bruck	H. B. Stowe	R. E. Roy	E. H. Deitrick
Sunday edition	31,719	.09	.09										
Journal (I-D) (8)	7,306	.05	.05		W. W. Ward	W. W. Ward		J. L. Mapes	M. C. Hoffmeister	O. S. Bruck	H. B. Stowe	R. E. Roy	E. H. Deitrick
BONHAM, 6,008.													
Favorite (d)	1,465	.014	.014	Favorite Printing Co.	Sherwood Spotts	Sherwood Spotts	Ashley Evans	Sherwood Spotts	Sherwood Spotts	Sherwood Spotts	J. B. Vernon		J. W. Randall
BRECKENRIDGE, 1,846.													
American (33-72)	....	.035	...										
BRENHAM, 5,066.													
Banner-Press (D) (J) (none)	1,036	.014	.014	Brenham Banner Pub. Co.	Mrs. Ruby Robertson	Mrs. Ruby Robertson	Mrs. Ruby Robertson	George Neu	George Neu	George Neu	F. W. Proske	George Neu	T. C. Blake[3]
BROWNSVILLE, 11,791.													
Herald (m) (D) (145)	2,150	.025	.025	Brownsville Herald Pub. Co.	Mrs. Jesse O. Wheeler	Harry L. Sexton	G. H. Coffelt	Mrs. Jesse O. Wheeler	Chas. A. Reil	Chas. A. Reil	Jos. Alomia	J. W. Parker	
Sunday edition	2,150												
BROWNWOOD, 8,223.													
Bulletin (D) (none)	1,906	.025	.025	Mayes Ptg. Co.		James C. White	Henry C. Fuller	H. F. Mayes		Ben Poole	A. D. Murphy	W. F. Rogan	P. H. Charnquist; R. Bonser[1]
BRYAN, 6,295.													
Eagle (I-R) (145) (t)	1,252	.018	.018	Eagle Printing Co.	Mrs. Lee J. Roundtree	Mrs. Lee J. Rountree	H. D. Croy Kendall			P. A. Tardy			D. D. Williamson[1]
CISCO, 7,422.													
News (m) (I) (J)	2,000	.03	.025	Cisco Ptg. & Pub. Co., Inc.	H. G. Head	H. G. Head	R. W. H. Kennon	F. J. Huey	F. J. Huey	V. D. Ringwald	M. D. Odum	Miss Vera Danford	R. T. McGill
Sunday edition	2,000												
CLEBURNE, 12,820.													
†Review (m) (106-5)	2,862	.021	...	Review Pub. Co.	Cecil Horne								
Sunday edition	2,862												
COMMERCE, 3,842.													
Journal (I-D) (J)	1,621	.014	.014	Hart Bros.	Sterling Hart	Sterling Hart	John Hart	Sterling Hart		John Hart	Leo Presnell		Roy Daniel[3]
CORPUS CHRISTI, 10,522.													
†Caller (D) (145)	3,650	.03	.03	New Caller Pub. Co.	Roy Miller		Victor O. Cook		Chas. M. Petty	Charles Roster		C. M. Petty	Geo. P. Blevins
Times (I) (80)	....	.025	.02	C. E. Everet	C. E. Everet	V. V. Daniels		C. E. Everet		J. W. Duke	W. H. Gibbons		
CORSICANA, 11,356.													
Sun (D) (none)	4,102	.029	.029	Sun-Light Pub. Co.	A. A. Wortham	L. A. Wortham	E. C. Huckabee	Lowry Martin	Lowry Martin	Boyce Martin	R. P. McEntire	Dave Levy	J. A. Gunter
CUERO, 3,671.													
Record (none) (d)	650	.014	.014	J. C. Howerton	J. P. Bridges	J. C. Howerton	Ruth Smith	J. C. Howerton	J. W. Howerton	J. W. Howerton	Frankie Lee Poika		H. L. Mueller[1]
Sunday edition	700												
DALLAS, 158,976.													
Dispatch (I) (3)	27,793	.07	.055	Alfred O. Andersson	Lewis W. Bailey	Glenn Pricer	Lorry A. Jacobs	Charles H. Newell	Charles H. Newell	Chas. A. Wyatt	E. J. McNamara	Fred Graham	C. E. Collier
Journal (I-D) (J) (87-48)	41,933	.08	.065	A. H. Belo & Co., Inc.	Tom Finty, Jr.	H. C. Withers	W. W. Truax	Geo. B. Dealey	W. H. Benners and J. F. Lubben, Sec. and Treas.	H. A. Gascon	M. W. Florer		
†News (m) (I-D) (I) (E) (87-128)	61,057	.13	.11	A. H. Belo & Co., Inc.	Alonzo Wasson	J. W. Mahan, Jr.	T. H. Barrett	Geo. B. Dealey	W. H. Benners and J. F. Lubben, Sec. and Treas.	H. D. Guy	M. W. Florer	Walter W. Dathe	
Sunday edition	97,096	.16	.14										
Times-Herald (m) (I) (8-36)	50,529	.11	.08	Edwin J. Kiest	Bradley B. Hogue	Allen Merriam	E. K. Mead	Tom Gooch	Edwin J. Kiest	Albert Swinkey, Jr.; Leon K. Reynolds[3]	A. B. Harris	P. E. Buch	Sherman Bradfield
DENISON, 17,065.													
Herald (m) (I) (74)	4,920	.03	.025	J. L. Greer	H. E. Ellis	H. E. Ellis	Leroy Andeson	J. L. Greer	J. L. Greer	F. A. Heral; J. L. Greer[3]	H. A. Pader	Grace Wagner	W. T. Wingo
Sunday edition	4,920												
DENTON, 7,626.													
Record-Chronicle (D)	1,804	.018	.018	Record-Chronicle Co.	W. C. Edwards	L. A. McDonald		W. C. Edwards	Lee R. McDonald	J. S. Fowler; Lee R. McDonald[3]	Pat N. Roberts	H. E. Roberts	B. E. Drake
EAGLE PASS, 5,765.													
Guide (I) (J) (4) (d)	....	.018	...	Guide Printing Co.	Wray Zuehl	J. M. McLeese	Wray Zuehl	J. M. McLeese	J. M. McLeese	J. M. McLeese	J. M. McLeese	J. M. McLeese	G. G. Lewis[3]
EASTLAND, 9,368.													
Oil Belt News (m) (D) (none)	1,215	.021	.021	Oil Belt Pub. Co.	J. L. Tullis		W. C. Tullis	J. L. Tullis		W. C. Tullis	J. H. Jones		W. C. Tullis
Sunday edition	1,215												
EL PASO, 77,543.													
Herald (I) (22)	19,956	.08	.05	Herald News Co.	H. D. Slater	G. A. Martin	L. M. Rutherford	H. D. Slater	H. D. Slater	R. M. Henderson	H. H. Fris	D. W. Lawson	John W. Harm
Sat.-Sunday edition	30,041												
Post (I) (3)	2,083	.05	...	Scripps-Howard	T. E. Sharp	J. W. Perry			F. G. Westberg	W. K. Hale; F. G. Westberg[3]	William Loftus, Jr.		
†Times (m) (D) (none) (E) (8-12)	14,628	.07	.05	Frank Powers	James S. Black	H. A. McLean	H. F. Kelly		E. C. Simmons	M. S. Cadden	H. B. Murray	H. Yonkers	P. Eickman
Sunday edition	19,587	.08	.085										
ENNIS, 7,224.													
News (none) (I)	1,003	.018	.018	United Pub. Co., Inc.	John M. Weekley	G. G. Dunkerley	John M. Weekley	G. G. Dunkerley	G. G. Dunkerley	W. H. Whitley	G. G. Dunkerley	G. G. Dunkerley	G. Maddux; C. A. Nowlin[1]
FORT WORTH, 106,482.													
News-Sunday (70-147)	....	.035	.035	The Reporter Pub. Co.	M. L. McCain, Jr.	M. L. McCain, Jr.		M. L. McCain, Jr.	M. L. McCain, Jr.	Jo. Wilmuth			A. E. Steinart
Press (I) (3)	9,652	.04	.029	Ft. Worth Press Co.	Leon M. Siler	Herbert D. Schulz		Wm. M. McIntosh	Wm. M. McIntosh	Wm. M. McIntosh	C. Schmitt-Lennett		Walter Pratt
†Record (m) (I-D) (E) (20-68)	22,787	.10	.05	D. D. Moore	D. D. Moore	Leonard Withington	Mark Burrows	D. D. Moore	John T. Gough		J. A. Abey	W. K. Fontaine	John Granger
Sunday edition	27,452												
Star-Telegram (I) (I-D) (E) (none)	93,732	.18	.18	Wortham-Carter Pub. Co.	Jas. M. North	James R. Record	Frank Evans	Amon G. Carter		A. L. Shuman; A. F. Giegling[3]	Harold Hough	J. E. Withers	Gus Lunberg
Sunday edition	111,117	.20	.20										
GAINESVILLE, 8,648.													
		...	...	George T. Yates, editor and publisher									
Register (D) (none)	1,650	.018	.018	Register Ptg. Co.	J. T. Leonard	J. T. Leonard	Morton Smith	Joe M. Leonard	Joe M. Leonard	Joe M. Leonard	Ed. Heath	Margaret Wear	Cecil Tinsley
GALVESTON, 44,255.													
†News (m) (I-D) (J) (E) (22)	10,437	.09	.07	The Galveston News, Inc.	E. L. Wall	S. B. Ragdale	J. Newall Johnston	Lewis C. Elbert		A. P. Vaughan, Jr.	Herbert Peters	B. C. Schroeder	S. B. Pickens
Sunday edition	10,473	.08	.08										
Tribune (I-D) (8)	8,372	.05	.04	Harry I. Cohen	A. L. Perkins	A. L. Perkins	G. A. Seel			V. Hugo Ungar	Walter L. Golden	W. J. Rice	
GILMER, 2,268.													
Mirror	1,860	.014	.014	Geo. Tucker	Geo. Tucker								
GONZALES, 3,128.													
Inquirer (D) (J) (4) (d)	505	.011	.011	Estate of H. Reese	Sidney A. Smith		Miss Annie Reese		Sidney A. Smith	W. S. Bunton			M. Whiteside[1]
GREENVILLE, 12,384.													
Banner (D) (none)	....	.02	.02	Banner Publishing Co.	Fred E. Horton	Fred E. Horton	J. C. Monroe	Fred E. Horton	Fred E. Horton	Fred E. Horton	Frank D. Horton		A. K. McClintock
†Herald (m) (4)	5,381	.02	...	Herald Pub. Co.	Tom R. Poole								
Sunday edition	5,381												
HILLSBORO, 6,952.													
Mirror (D) (J) (none)	1,228	.013	.013	Thompson & Campbell	J. C. Butts	L. J. Thompson	J. C. Butts	D. W. Campbell	D. W. Campbell	D. W. Campbell	Chas. H. Reed	Fred Campbell	S. G. Hughes[3]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
HOUSTON, 138,076.													
Chronicle (D) (E) *8 (20)	59,207	.14	...	M. E. Foster	M. E. Tracy	C. B. Gillespie	C. C. Maes	M. E. Foster	Fred Fox	Steve Kelton	E. C. White	J. H. Butler	H. E. Millingar
Sunday edition	60,300	.16											

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Mechanical Superintendent	Superintendent of Buildings
HOUSTON, 138,076.													
Chronicle (D) (E) *S (20)	59,207	.14	...	M. E. Foster	M. E. Tracy	C. B. Gillespie	C. C. Maes	M. E. Foster	Fred Fox	Steve Kelton	E. C. White	J. H. Butler	H. E. Millinger
Sunday edition	69,309	.16	...										
†Dispatch (none) (m) (I)	....	.05	...										
Sunday edition	....	.05	...										
†Post (m) (D) (J) (E) (8)	40,169	.12	...	Roy G. Watson	Roy G. Watson	John J. Wallace	Ray C. Dovall	Roy G. Watson	A. E. Clarkson	H. W. Allen; R. W. McCarthy[3]	R. B. Kinard	E. W. Cornet	Geo. F. Eberle
Post (m) (I) (J) (E) (8)	8,390	.07	...										
Sunday edition	47,815	.12	.10										
Press (I) (3)	27,207	.08	...	Scripps-Howard Newspapers	C. J. Lilley	Walter B. Lister	Frank Goler	Ward C. Mayborn	John H. Payne	Peter Hamilton	James A. Mathews	J. Tobin Sebastian, Jr.	E. L. Fulley
JACKSONVILLE, 3,723.													
Progress (none) (d)	....	.014	...	J. E. McFarland and B. F. Davis, editors and publishers.									
LAMPASAS, 2,107.													
Leader (D) (J) (d) (none)	325	.011	.011	J. H. Abney & Son	J. H. Abney	J. H. Abney		J. H. Abney	J. H. Abney	H. J. Abney	H. J. Abney		H. J. Abney[3]
LAREDO, 22,710.													
Times (none)	....	.018	...	Penn Publishing Co.									
LONGVIEW, 5,713.													
Times-Clarion (D) (J) (130)	1,468	.029	.029	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	G. B. Whitley	
LUFKIN, 4,878.													
News (none)	1,098	.014	...	Watford-Binion Ptg. Co.	G. E. Watford & W. C. Binion	G. E. Watford	Gintry Dugot	G. E. Watford	G. E. Watford	H. B. Sprague	W. C. Binion		Tom Collins; Nixon Ricks[1]
MARLIN, 4,310.													
Democrat (none) (d)	....	.021	...	James M. Kennedy, editor and publisher									J. I. Wilborn[3]
MARSHALL, 14,271.													
Messenger (D) (J) (none)	2,485	.029	.029	Messenger Company	W. A. Adair	Cleburne Huston	Chas. A. Beehn	W. A. Adair	G. W. Turner	G. W. Turner			W. C. Keasler[3]
†News (m) (D) (J) (none)	3,506	.03	.06	Homer M. Price	Homer M. Price	Homer M. Price	Will Jasper	Homer M. Price	Homer M. Price	Hugh Lane	Ben Woodhall		R. V. Hendrix, Jr.[3]
Sunday edition	3,506												
MART, 3,105.													
Mart Herald (I-D) (none)	450	.012	...	J. L. Spencer	J. L. Spencer								
MEXIA, 3,482.													
News (m) (D) (J) (106-5)	4,290	.042	...	News Pub. Co.	A. Garland Adair	A. Garland Adair	B. A. Butler	W. K. Boyd	W. K. Boyd	C. L. Tatum	J. F. Stewart	Geo. A. Lee	C. M. Church[3]
Sunday edition	4,290												
McALLEN, 5,331.													
†Press (J) (none) (d)	1,720	.012	.012	C. C. McDaniel	C. C. McDaniel	C. C. McDaniel	C. C. McDaniel	C. C. McDaniel	C. C. McDaniel	C. C. McDaniel	C. C. McDaniel	C. C. McDaniel	C. C. McDaniel[3]
McKINNEY, 6,677.													
Courier-Gazette (D) (J) (none)	1,608	.014	.014	Perkins & Wilson	Perkins & Wilson	Perkins & Wilson	Carl Gallagher	Perkins & Wilson	Perkins & Wilson	A. C. Mayse; G. Adams[3]	J. M. Foster		A. G. Mayse; Maxwell Perkins[1]
MINERAL WELLS, 7,890.													
Index (4) (d)	1,053	.017	...	Index Pub. Co.	S. E. Miller								Richard Halton; R. D. Snelling[1]
NACOGDOCHES, 3,546.													
Sentinel (D) (J) (4) (d)	980	.012	.012	Daily Sentinel		Giles M. Haltom		Giles M. Haltom	Giles M. Haltom	Giles M. Haltom			
NAVASOTA, 5,060.													
Examiner (I) (J) (none)	760	.012	.012	Navasota Ptg. Co.	S. E. Lowe	S. E. Lowe	S. E. Lowe	S. E. Lowe	S. E. Lowe	S. E. Lowe	S. E. Lowe	S. E. Lowe	G. W. Broks; A. M. Bushell[1]
ORANGE, 9,212.													
Leader (I-D) (J) (E) (80)	1,900	.025	.022	Orange Ptg. Co.	Jack Carter	Jack Carter		J. S. McBeath and O. H. Roberts	A. D. Traban	J. S. McBeath; A. D. Traban[3]	Arnold Williams		W. P. Carlyle; O. H. Roberts[1]
PALESTINE, 11,039.													
Herald (D) (J) (none)	1,356	.011	.011	W. M. & H. V. Hamilton	W. M. & H. V. Hamilton	W. M. and H. V. Hamilton	W. M. and H. V. Hamilton	W. M. and H. V. Hamilton	W. M. and H. V. Hamilton	W. M. Hamilton	S. M. Smith		G. E. Steel
Visitor (4) (d)	....	.018	...	Deming & Gibson	Mrs. Rose F. Deming								F. M. Ellis
PARIS, 15,040.													
Dinner Horn (D) (none)	....	.036	.036	Walter E. Boyd	Walter E. Boyd	Walter E. Boyd							
†News (m) (I-D) (109)	4,306	.03	.025	Harry T. Warner	Harry T. Warner		O. H. P. Garrett	Harry T. Warner	Reagan Hurt	H. Cox	Clark Lovell		
Sunday edition	4,306												
PORT ARTHUR, 22,251.													
News (m) (I-D) (80) (t)	6,138	.035	.032	News Pub. Co.	J. E. Day	R. O. Zollinger	R. O. Zollinger	James E. Day	James E. Day	E. L. Leamon	F. E. Bullock	F. E. King	E. Schuman; A. W. Noville
Sunday edition	6,317												
RANGER, 16,205.													
Times (m) (I-D) (J) (144a)	2,527	.03	.03	Walter Murray	C. G. Norton	C. G. Norton	Howard Barman	Walter Murray		Walter Murray	C. F. Underwood		F. D. Hicks[3]
Sunday edition	2,527												
SAN ANGELO, 10,050.													
Standard (m) (I-D) (144a)	3,048	.025	.025	Houston Harte	Dean Chenoweth		John B. Brewer	Houston Harte	Herbert O. Taylor	Elmer A. Soderstrom; Herbert O. Taylor[3]	G. H. Odam	Grace Rowan	Houston Harte
Sunday edition	3,528	.027	.03										
SAN ANTONIO, 161,379.													
†Express (m) (I-D) (E) (22)	30,043	.10	.13	Express Pub. Co.	M. M. Harris	A. W. Grant	Ed Spill	Frank G. Huntress	Frank G. Huntress	Ed. Everett; T. M. Darlington[3]	V. G. Sadler	L. J. Frenkel	J. E. McMurray
Sunday edition	54,575	.10	.13	Chas. S. Diehl. Harrison L. Beach	Chas. S. Diehl and Harrison L. Beach	John V. Brogan	John Olive		C. L. Buchanan	Bernard J. Horner; J. H. Wurtz[3]	H. C. Brown and F. B. Smith		
Light (m) (I) (146)	27,682	.10	.10										
Sunday edition	30,112												
News (I) (E) (22)	31,268	.09	.08	Express Pub. Co.	M. M. Harris	A. W. Walliser	Webb Arts	Frank G. Huntress	Frank G. Huntress	Ed. H. Everett; T. M. Darlington[3]	V. G. Sadler	L. J. Frenkel	J. E. McMurray
SHERMAN, 15,031.													
Democrat (m) (I-D) (144a)	4,053	.025	.025	Sherman Democrat, Inc.	K. K. Hooper	E. J. Parker	Jim Parker	K. K. Hooper	J. H. McReynolds	J. H. McReynolds; B. Baxter[3]	E. P. Winstead	Leona Scott	W. C. McMahon
Sunday edition	4,053												
SULPHUR SPRINGS, 5,558.													
Gazette (D) (J) (4) (d) (mer.)	....	.011	.011	O. B. Briggs	O. B. Briggs	O. B. Briggs	Mrs. O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs	O. B. Briggs
Sunday edition	....												
News-Telegram (m) (J) (none) (d)	....	.012	...	Jno. S. and Eric Bagwell	Jno. S. Bagwell	Jno. S. Bagwell	D. B. Kennedy	Eric Bagwell	Eric Bagwell	Eric Bagwell	Eric Bagwell	Eric Bagwell	E. R. Chamberlain; Marvin Golden[3]
Sunday edition	....												
SWEETWATER, 4,307.													
Reporter (m) (D) (J) (none)	1,554	.021	.021	Sweetwater Reporter, Inc.	Minor Shutt			Minor Shutt		K. B. Roy	H. L. Roberts		J. T. Box[3]
Sunday edition	1,554												
TAYLOR, 5,965.													
Democrat (D) (J) (none)	....	.018	.018	Herbert G. Willson	Herbert G. Willson	Herbert G. Willson	G. R. Morton	Herbert G. Willson	Herbert G. Willson	Herbert G. Willson	Mrs. H. G. Willson		Luke Darrall; C. H. Mangeladorf[1]
Press (J) (145)	2,306	.018	.018	Geo. B. Peeler	Geo. B. Peeler		K. W. Silure		C. H. Ratcliff		A. L. Chrismer		W. Stiles
TEMPLE, 11,933.													
†Telegram (m) (8)	6,603	.04	...	Telegram Pub. Co.	E. K. Williams								
Sunday edition	7,046												
TERRELL, 8,349.													
Transcript (D) (144a)	2,113	.018	.01	Terrell Transcript Co.	H. Galbraith	H. Galbraith	Joe Galbraith	H. Galbraith	H. Galbraith	H. Galbraith	E. E. Keller		M. T. Scott
Tribune (m) (I) (none)	2,120	.018	...	Tribune Pub. Co.	E. G. Horn				Fred Massengill	G. E. Kelly; Fred Massengill[3]	Paul Gibson		Fulton Massengill
Sunday edition	2,102												
TEXARKANA, 11,480.													
†Four States Press (m) (D) (J) (109)	4,403	.03	.022	Four States Press Co.	C. E. Palmer		H. Humphrey	C. E. Palmer		H. A. Quarels			Frank McElreath[3]
Sunday edition	5,046												
TIMPSON, 1,526.													
Times (4) (d)	....	.011	...	Timpson Printing Co.	T. J. Molloy, S. Winfrey								

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

TEXAS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
TYLER, 12,085.													
Courier-Times (none)	2,191	.021	.021	Courier-Times Pub. Co.	H. A. McDougal								
VICTORIA, 5,957.													
Advocate (m) (4)	840	.014	...	George H. French	Leo Morris	Geo. H. French							
Sunday edition	1,000	.018	...										
WACO, 38,500.													
†News-Tribune (m) (I-D) (80)	16,927	.055	.05	E. S. Fentress	Charles E. Marsh	F. A. Baldwin	F. A. Baldwin	E. S. Fentress	S. D. Jones	S. D. Jones	W. D. Wolfe	C. H. Schindler	
Sunday edition	16,171												
Times-Herald (m) (D) (8-36)	12,226	.04	.033	Waco Pub. Co.	Geo. Robinson	J. J. Hutchison	Joe Fee	C. J. Glover, Jr.	W. A. Little	Dave Goddard	Ira Goode		Chester Fields
Sunday edition	12,226												
WAXAHACHIE, 7,958.													
Light (4)	2,185	.032	...	Enterprise Publishing Co.	W. A. Ownby								
WEATHERFORD, 6,203.													
Herald (D) (J) (none)	1,350	.014	.014	Herald Pub. Co.	H. E. Letson	A. C. MacNelly		A. C. MacNelly					
WICHITA FALLS, 40,079.													
†Record News (m) (D) (80)	9,806	.04	...	Record News Co.	Burns Hegler	Chas. Wood	Hersbel Hunt	N. R. Buckley	N. R. Buckley	Robert Carpenter	John Ivy	John Ross	E. L. Hays
Sunday edition	9,817												
Times (m) (D) (73)	12,766	.05	...	Times Pub. Co.	B. D. Donnell		Bentley Nelson		Rhea Howard	Voyle N. Armstrong. John Carmichle[3]	R. R. Russell	W. R. McClure	Jno. Dobbs
Sunday edition	12,591												
POAKUM, 6,184.													
Herald (J) (4)	1,224	.018	.018	Bankers Prtg. Co.	Nathe P. Bagby			T. H. Richter					Kurt Flach
Times (m) (4) (d)	....	.012	...	H. A. Lindenberg, editor and publisher									
Sunday edition	....												

UTAH

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
LOGAN, 9,439.													
Journal (D) (J) (152-154)	1,739	.018	.019	Earl & England Pub. Co.	Augustus Gorden	F. J. Marshall		Charles England					J. H. England[3]
OGDEN, 32,804.													
Standard-Examiner (m) (I-R)	10,147	.06	.054	J. U. Eldridge, Jr., & A. L. Glasmann	A. L. Glasmann	D. J. Greenwell	D. J. Greenwell	J. U. Eldridge, Jr.		W. E. Zuppman	J. C. Glazebrook		C. H. Smith
Sunday edition	10,788												
PROVO, 10,303.													
Herald (m) (I) (none)	2,347	.025	.02	E. C. Rodgers	E. C. Rodgers	N. Gunnar Rasmuson	N. Gunnar Rasmuson	E. C. Rodgers		Sam Leavitt			W. I. Clark
Sunday edition	2,347												
SALT LAKE CITY, 118,110.													
Deseret News (I) (J) (35-36)	28,003	.08	.065	Heber J. Grant	Harold Goff	Harold Goff	Horace Walker	Elias S. Woodruff	N. O. Fullmer		R. F. Homer		H. S. Harrow[3]
Telegram (m) (I) (12-146)	19,305	.09	.059	Telegram Pub. Co.	G. B. Heal		E. J. David	A. L. Fish	Thomas J. Mullin	Thomas J. Mullin. Edward D. Robb[3]	W. V. Wiegand	W. O. Sessions	Homer F. Ficks
Sunday edition	24,410												
†Tribune (m) (I-R) (E) (8-102)	49,092	.09	.065	Salt Lake Tribune Pub. Co.		E. H. Holden	W. T. Igleheart	A. N. McKay	H. F. Robinson	H. F. Robinson	A. H. Warner		
Sunday edition	68,490	.13	...										

VERMONT

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BARRE, 10,008.													
Times (I) (96) (d)	6,724	.025	.02	Frank E. Langley	Dean H. Perry	Dean H. Perry		Frank E. Langley					
BENNINGTON, 9,982.													
Banner (I-R) (96)	3,051	.012	...	Frank E. Howe	Frank E. Howe	Frank E. Howe	C. J. Kinsley		C. J. Kinsley				
BRATTLEBORO, 7,324.													
Reformer (I) (96)	3,184	.015	.015	Howard C. Rice	Howard C. Rice		W. A. Gilbert	Howard C. Rice					
BURLINGTON, 22,779.													
†Free Press (I-R) (J) (83-96)	12,392	.05	...	Free Press Association		John L. Southwick	W. B. Gates	W. B. Howe	David W. Howe	B. D. Burdick. David W. Howe[3]		Raymond Preston	
News (I) (none)	7,280	.04	...	H. Nelson Jackson	Louis F. Dow	Louis F. Dow	Harry D. Holden	H. Nelson Jackson	H. Nelson Jackson	E. J. Morin	L. H. Kittell		A. W. Provost, Jr.
MONTPELIER, 7,125.													
Argus (I) (d)	3,279	.012	...	Argus & Patriot Co.	Morris F. Atkins	Morris F. Atkins	James M. Healey	George Atkins	Geo. Atkins	Geo. Atkins	Geo. Atkins	Geo. Atkins	
RUTLAND, 14,954.													
†Herald (I-R) (21)	10,245	.04	...	Herald & Globe Association	Howard L. Hindley			Herbert R. Barney					
News (I) (96)	2,630	.012	...	D. G. Babbitt	C. H. Wardwell	C. H. Wardwell	C. H. Wardwell	D. G. Babbitt	D. G. Babbitt		Kathryn Donleavy	F. C. Stearns	C. E. Dudley
ST. ALBANS, 7,582.													
Messenger (R) (J) (96) (d)	3,079	.012	...	St. Albans Messenger Co.	John T. Cushing			Henry E. L'Ecuyer					
ST. JOHNSBURY, 7,163.													
Caledonian-Record (I-R) (96)	3,810	.015	.011	Herbert A. Smith	Arthur F. Stone	Herbert A. Smith	Herbert A. Smith	Herbert A. Smith	Herbert A. Smith	Allan Duckworth	Priscilla Scott	Mattie Wheaton	Glenn E. Perry

VIRGINIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALEXANDRIA, 18,060.													
Gazette (D) (21-)	3,850	.025	.018	Parker R. Anderson	Parker R. Anderson	Parker R. Anderson	M. T. Dwyer	Parker R. Anderson	Parker R. Anderson	J. G. Smith	F. S. Merklong		Geo. N. Nunger
BRISTOL, 14,776.													
†Herald-Courier (m) (D) (41)	8,413	.05	.027	Muncy Slack	Herschel Dove	Robt. H. McKee				Ernest Russell	George K. McClellan	W. C. Wood	George Stepp
Sunday edition	10,515												
CHARLOTTESVILLE, 10,688.													
Progress (D) (none)	3,772	.021	...	J. H. Lindsay	J. H. Lindsay	J. H. Lindsay	Lee Hawkins	J. H. Lindsay	M. M. Corbin	J. Gordon Lindsay			
CLIFTON FORGE, 6,150.													
Review (D) (J) (37-75)	1,094	.018	.014	Clifton Forge Review Co., Inc.	George O. Greene			M. Botts Lewis	M. Botts Lewis				
COVINGTON, 5,623.													
Virginian (I) (J) (37-75) (d)	1,638	.02	.02	Cov. Virginian, Inc.	A. B. Land	J. L. Goodman	A. B. Land	J. L. Goodman	J. L. Goodman	J. L. Goodman	Geo. Ehrhart	M. I. Layne	F. E. Delaney. H. B. Fellers[1]
DANVILLE, 21,539.													
Bee (I-D) (48-81)	7,420	.05	.05	Rorer A. James, Jr.	Rorer A. James, Jr.	Gerard Tetley	Walter Christianson		H. B. Trundle	C. A. Eury. H. B. Trundle[3]	A. A. Farley	M. P. Fox	
†Register (m) (D)	4,276					Arthur H. Taylor	H. G. Clark		H. B. Trundle	C. A. Eury. H. B. Trundle[3]	A. A. Farley	M. P. Fox	
Sunday edition	12,196	.05	.05										
News	4,797 Est. 6-11-23	.035	.02	Danville Pub. Co.	Wm. B. Smith	Thos. R. White	W. E. Price	Wm. B. Smith	Wm. B. Smith	Wilson M. Brooks	L. A. Morris		
FREDERICKSBURG, 5,882.													
Star (D) (none) (4)	1,935	.018	...	Free Lance-Star Pub. Co.	A. P. Rowe								
HARRISONBURG, 5,875.													
†News-Record (I) (J) (149)	6,721	.025	.015	Rockingham Pub. Co., Inc.	John R. Crown				G. W. Berry	H. B. Slavan	R. P. Keezell		
HOT SPRINGS, 1,000.													
Swallow (37-75) (d)	1,000	.05	.05	R. W. Cooke	J. L. Goodman	J. L. Goodman	R. W. Cooke	J. L. Goodman		J. L. Goodman. R. W. Cook[3]			
LYNCHBURG, 29,956.													
Advance (48)	5,769	.05	.05	Carter Glass & Sons	Powell Glass. W. E. Addison	Powell Glass	Carter Glass, Jr.	M. K. Duerson	R. C. McGhee	H. S. Shaner			M. P. Tanner
†News (m) (D) (48)	8,733	.05	.05				Robt. Glass	M. K. Duerson	R. C. McGhee	H. S. Shaner			M. P. Tanner
Sunday edition	14,502												
NEWPORT NEWS, 35,596.													
†Press (m) (I-D) (22)	5,533	.05	.036	Daily Press, Inc.	W. S. Copeland		L. T. Jester		L. E. Pugh	N. R. Hoyle	C. B. Fountain		
Times-Herald (I-D) (22)	7,867	.05	...						L. E. Pugh	W. B. Darden	C. B. Fountain		
Sunday edition	13,400												
NORFOLK, 115,777.													
Ledger-Dispatch (I-D) (22)	39,717	.10	...	S. L. Slover		H. D. Perkins	G. W. Lineweaver		P. S. Huber	F. S. Cook. P. S. Huber[3]	N. N. Hill	W. S. Davis	
Post (I) (3)	8,918	.04	...	Norfolk Post Corp.	J. Shields				Frank S. Newell	Frank S. Newall	J. C. Rowett	Virginia Hill	
†Virginian Pilot (m) (I-D) (E) (30)	36,190	.08	.10	Virginian & Pilot Pub. Co.	L. I. Jaffe	R. W. Simpson		R. E. Turner	R. E. Turner		C. C. Bowers		Wm. Glass
Sunday edition	42,170	.10		L. D. Starke, Pres.									
NORTON, 3,068.													
Times (m) (d)	437	.012	...	Norton Press, Inc.	F. T. Atkins	F. T. Atkins	F. T. Atkins	F. T. Atkins	F. T. Atkins	F. T. Atkins	F. T. Atkins	F. T. Atkins	

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PETERSBURG, 31,002.													
Progress & Index (m) (D) (21)	8,093	.045	...	Petersburg Newspap. Co.	Walter Ed. Harris	E. C. Pollard	J. C. Lyons	R. B. Huber	R. B. Huber	J. F. Atchley. E. B. Coleman[3]	J. E. Inge	S. K. Vaughan	J. B. Jackson
Sunday edition	8,093	.05	...										

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
PETERSBURG, 31,002.													
Progress & Index (m) (D) (21)	8,093	.045	...	Petersburg Newspap. Co.	Walter Ed. Harris	E. C. Pollard	J. C. Lyons	R. B. Huber	R. B. Huber	J. F. Atchley, E. B. Coleman[3]	J. E. Inge	S. K. Vaughan	J. B. Jackson
Sunday edition	8,093	.05	...										
PORTSMOUTH, 54,387.													
Star (m) (D) (21)	4,050	.04	.033	Norman R. Hamilton, Pres.	A. McK. Griggs		W. B. Lohman	W. Blount Darden	W. Blount Darden	W. Blount Darden	Lewis Palmer	Robert Hanckel	John R. Bonner
Sunday edition	4,050												
RICHMOND, 171,667.													
†Times-Dispatch (m) (D) (127)	22,418	.08	.06	C. P. Hasbrook	R. D. Ford	F. D. Woolworth	T. D. Eaton	C. P. Hasbrook	H. S. Shade, R. B. Huber	T. P. Jones, Paul Gibson[3]	W. G. Morris, City, I. C. Moore, County	J. A. Hecke	
Sunday edition	41,798	.12	.09										
News-Leader (D) (76-77)	48,907	.12	.09	John Stewart Bryan	Douglas S. Freeman		Earl Sowers		Allen Potts	R. J. Hess, T. Denbrow[3]	R. B. Jones	Lewis Little	J. C. Drinard
ROANOKE, 50,842.													
†Times (m) (D) (mcr.) (55)	13,081	.06	.053	Times-World Corp.	H. P. Chapman, J. F. Fishburn	S. M. Brunson, R. E. Walker	W. E. Thomas, R. E. Walker	W. E. Thomas, W. E. Thomas	W. E. Thomas	N. M. Sharp, N. M. Sharp	C. R. Goodrich, C. R. Goodrich		
World-News (D) (55)	10,818												
Sunday Times	16,876	.06	.053										
STAUNTON, 10,623.													
†News-Leader (m) (D) (56)	4,374			Leader Pub. Co.	E. S. Sheppe, Jr.	H. L. Opie	Lewis Knowles	H. L. Opie		E. Walton Opie, Mrs. A. F. Riffe[3]	A. S. Morton		L. S. Merriken
Evening Leader	1,996	.03	.03										
Sunday News-Leader	4,367	.03	...										
SUFFOLK, 9,123.													
News (31)	1,800	.028	.025	Suffolk News Co., Inc.	W. C. Johnston	A. L. Wilkinson	W. C. Johnston	W. C. Johnston		M. J. Thompson	Bessie Byers		L. W. Sansbury
WINCHESTER, 6,883.													
Star (J) (149) (d)	3,867	.02	.02	H. F. Byrd	H. F. Byrd	H. F. Byrd	J. H. Hoover	H. F. Byrd	R. S. Fansler	R. S. Fansler	R. S. Fansler	R. S. Fansler	Chas. Brown
VIRGIN ISLANDS													
CHRISTIANSTED, 10,000 (St. Croix).													
†Herald (I) (J) (d)	700	.036	...	United Danish West Indian Co.	D. Hamilton Jackson	D. Hamilton Jackson	D. Hamilton Jackson	D. Hamilton Jackson	D. Hamilton Jackson	D. Hamilton Jackson	D. Hamilton Jackson		D. Hamilton Jackson
WASHINGTON													
ABERDEEN, 15,337.													
World (I-R) (J) (146-54)	5,377	.035	.03	W. A. Rupp	W. A. Rupp	C. G. Glasier	L. Hinton		R. V. Mack	R. V. Mack	P. P. Foelkner	V. Arrington	E. Skrondal, B. A. McKern[1]
BELLINGHAM, 25,570.													
American [I] (122-72-102)	3,521	.03	...	Bellingham American Pub. Co.				L. H. Darwin	L. H. Darwin				H. Gibb
Herald (I-R) (E) (146)	11,867	.035	...	Bellingham Pub. Co.	W. C. Carver			Frank I. Sefrit	E. G. Earle	W. T. Wetherill	M. W. Blondin		
†Reveille (m) (R) (E) (146)	8,235	.03	.035	Bellingham Pub. Co.	Frank I. Sefrit	P. F. Scott	P. F. Scott	Frank I. Sefrit	E. G. Earle	W. T. Wetherill	M. B. Blondin	W. T. Wetherall	E. C. Holt
Sunday edition	8,235												
BREMERTON, 8,918.													
News-Searchlight (R) (none)	2,395	.035	...	W. B. Jessup	W. B. Jessup	H. D. Matthews	W. B. Jessup	W. B. Jessup	W. B. Jessup	W. B. Jessup	Mrs. W. B. Jessup	Agnes Stone	D. W. Peterson
CENTRALIA, 7,549.													
Chronicle (R) (J) (none)	2,955	.021	...	Centralia Ptg. Co., Inc.	Harry L. Bras	Harry L. Bras	Vance B. Noel	Ray W. Edinger	Ray W. Edinger	Donald F. Arthur[3]	Ellis B. Hall	Donald F. Arthur	Henry A. Duckley[2]
ELLENSBURG, 3,810.													
Record (I-R) (J) (122-54)	2,101	.025	...	Record Press, Inc.	J. C. Kaynor		D. H. Dickson	J. C. Kaynor		H. E. Studebaker[3]	Val Comstock		Keith S. Kaynor, Charles Boessel[1]
EVERETT, 27,644.													
Herald (146)	13,270	.04	...	Mrs. Gertrude D. Best		Charles S. Coleman		Mrs. Gertrude D. Best					
†News (m) (I) (none)	4,178	.036	...	News Ptg. Co.	A. R. Fenwick		Tom Olsen	J. K. Truebridge	J. K. Truebridge	Carl Pearson	Carl Pearson		W. H. Gault
Sunday edition	4,178												
HOQUIAM, 10,058.													
†Washingtonian (m) (R) (none)	3,853	.035	...	Washingtonian Co., Inc.	C. D. McClure		Geo. R. Stearns	S. L. Lester		J. L. Hartshorn	Norman Foote		Geo. Williams, R. B. Elliott[1]
Sunday edition	3,853												
LONGVIEW, 7,000.													
News (I) (73)	2,150	.03	...	Longview Pub. Co.									
MOUNT VERNON, 9,815.													
Herald (none)	2,700	.021	.021	M. J. Beaumont	M. J. Beaumont	M. J. Beaumont	D. B. Foster	M. J. Beaumont	M. J. Beaumont	C. H. Bastien			B. F. Scibird
OLYMPIA, 8,537.													
Recorder (R) (J) (146)	2,043	.025	...	Recorder Pub. Co.	Richard Hatton			Frank E. Mayol		Earl McCullum	Earl McCullum		Robt. Yantis[2]
Olympian (m) (R) (146)	1,027	.02	.019	Western Pub. Co.	Richard Hatton			Frank E. Mayol		Earl McCullum	Earl McCullum		Robt. Yantis[2]
Sunday edition	1,027												
PORT ANGELES, 5,351.													
News (4)	3,206	.021	...	E. B. Webster	W. D. Welsh	W. D. Welsh	W. D. Welsh	E. B. Webster	E. B. Webster	J. H. Dorr, Thos. F. Clark[3]	John Schweitzer		
SEATTLE, 315,652.													
Journal of Commerce	4,335	.05	.04	Record Pub. Co.	Monte F. Brown	Monte F. Brown	Milton W. Bean	Oren J. Davis		A. Simonds	Hamilton Moreman		Robert Johnston
†Post-Intelligencer (m) (I) (E) (30-158-68)	61,866	.18	...	C. C. Roosevater		Frank C. Farrar	Chas. M. Coleman		Frank F. Fitts	F. C. Hoffmeyer, S. G. Johnstone[3]	Frank L. Garrison	Walter Butterworth	C. Schwabe
Sunday edition	138,571	.30	...										
Star (I) (58)	71,848	.17	...	Le Roy Sanders	Le Roy Sanders		Ray W. Felton	LeRoy Sanders	F. W. Webster	H. E. Marshall	H. W. Parish	Robt. Keil	
Times (m) (I-R) (E) (8-102)	58,396	.17	...	C. B. Blethen	R. W. Buchanan	J. H. Travis	C. E. Johns	F. D. Hammons	N. E. Hellend	J. Fred Braid[3]	O. Packard	J. Fred Braid	S. A. Comiskey
Sunday edition	88,072	.215	...										
Union Record (I-L) (152)	34,969	.14	.10		E. B. Ault	Harvey O'Connor	Saul Haas	E. B. Ault		J. B. Winston	W. P. Dyer		R. K. Latimer
SPOKANE, 104,437.													
Press (58)	10,310	.035	.04	Spokane Press Pub. Co.	Leon Starmont		J. L. Marshall	LeRoy Sanders	H. E. Ward	E. E. Everett	H. A. Hanson		
Chronicle (105-102)	37,947	.10	...	Spokane Chronicle Co.		Henry Rising			Arthur Hooker, Secy.-Treas.	G. W. Roche	H. L. McDuffie		
†Spokesman-Review (m) (I-R) (E) (102-105)	44,854	.11	...	W. H. Cowles	Geo. W. Dodds	Geo. W. Dodds	Malcom Glendinning		J. F. Young	Tom. J. Turner[3]	C. H. Breed	J. T. Tierney	
Sunday edition	53,251	.14	...										
TACOMA, 96,965.													
†Ledger (m) (R) (146-102)	15,724	.06	.039	Frank S. Baker	Frank S. Baker	M. J. Mingo	Leonard Coatsworth			Norris E. Inveen[3]	H. F. Lyness	L. F. Carlson	W. W. Vosburgh
Sunday edition	30,103	.09	...										
News Tribune (I) (122-54-12)	32,632	.09	...	Tribune Pub. Co., F. S. Baker, Pres.	Charles B. Welch		Oscar Thompson	Charles B. Welch		S. S. Anderson, Guy Llewllyn[3]	William D. Lynness	Harry Lynch	W. W. Vosburgh
Times (I) (58)	16,507	.05	.043	Tacoma Times Pub. Co.	R. J. Benjamin		L. Langlow	M. H. Voorhees			R. Allen	H. Andrews	E. McDavitt
VANCOUVER, 12,637.													
Columbian (I) (J) (100-138)	4,262	.03	.03	Vancouver Evening Columbian	Herbert J. Campbell	E. N. Blythe	Frank Lockerby	Herbert J. Campbell	S. T. Hopkins	S. T. Hopkin[3]	E. Hughes	M. Jiggar	George Willis, Will Salisbury[1]
WALLA WALLA, 15,503.													
Bulletin (m) (I) (J) (146-54)	4,444	.03	...	J. G. Kelly	J. G. Kelly	W. C. Garfield	D. H. McGrath	J. G. Kelly	F. G. Mitchell	R. H. Drake, F. G. Mitchell[3]	F. C. Roecker	R. H. Drake	Geo. Smith, J. S. Ove[1]
Sunday edition	4,402												
Times (m) (I) (69)	2,411	.025	.025	Northwest Service Corp.	Frank R. Lampman	Frank R. Lampman	Morrin McDonald	Lee F. Clarke	Lee F. Clarke	George F. Cody[3]	Dan La Clair	Silvia Kirk	J. F. Shiever
Sunday edition	2,476												
†Union (m) (70-47-116)	3,540	.029	.021	E. G. Robb		R. W. Fisher	R. W. Talcott	D. W. Ifft	D. W. Ifft	Kenneth Williams	Cecil Saxon	Olga Eyraud	Arthur Denton, Otto Lund[1]
Sunday edition	3,659												
WENATCHEE, 6,324.													
World (R) (E) (146-54)	7,622	.04	...	World Pub. Co.	Rufus Woods	E. H. McPherson			C. E. Stohl[2]	C. E. Stohl[3]	K. P. Sexton		W. T. Heacock
YAKIMA, 18,539.													
†Herald (m) (146-54)	5,948	.035	.03	Herald Pub. Co.	Helen B. Robertson	Paul Neil	Eugene McKinnon		Roger A. Neal	Roger A. Neal, Ted Robertson[3]	Fred Means		J. H. Steward
Sunday edition	8,737	.035	...										
Republic (R) (J) (146-54)	6,156	.035	...	W. W. Robertson	W. W. Robertson	W. W. Robertson	S. Anthon		Don Eagleson	W. F. Ridgway, Ted Robertson[3]	Murray Clark		J. H. Steward, Ben Smith[1]

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

WEST VIRGINIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BLUEFIELD, 15,282.													
†Telegraph (m) (I-R) (J) (73)	10,495	.04	.025	Daily Telegraph Printing Co.	H. I. Shott	H. I. Shott	W. K. McDowell	H. I. Shott	C. O. Stahlman	C. O. Stahlman	J. H. Shott		Fred Ireson[1]
Sunday edition	14,410												
CHARLESTON, 39,608.													
†Gazette (m) (D) (41-75)	19,097	.06	...	Daily Gazette Co.	Herbert Pfahler		Robert G. Murphy	Robert L. Smith	Robert L. Smith	H. E. Grace; John L. Hunt[3]	L. M. Harless	E. M. Sackett	Jno. J. Mitchell
Sunday edition	24,135	.07	...										
Mail (m) (I-R) *S (21)	12,182	.05	...	Walter E. Clark	R. H. Martin		R. H. Horner	Walter E. Clark	B. H. Anderson	C. E. Anderson	C. W. Crum	Margaret Collins	P. J. Canova
Sunday edition	12,182	.05	...										
CLARKSBURG, 27,869.													
†Exponent (m) (D) (41-75)	8,145	.04	.03	Exponent Co.	James C. Herbert	James C. Herbert	James C. Herbert	W. Guy Tetrick	J. Monroe Boyer	J. Monroe Boyer		Merle Stutler	A. W. Plyman
Sunday edition	8,449												
Telegram (m) (R) (J) (94-148)	10,410	.04	...	Clarksburg Telegram Co.	William L. Geppert		Robert E. Yorke	James J. Devine	Albert J. Bishop	Albert J. Bishop	W. H. Childs	Joseph T. Kelley	Charles F. Morgan; Herbert Montgomery
Sunday edition	13,198												
ELKINS, 6,788.													
Inter-Mountain (none) (d)	1,515	.018	...	Inter-Mt. Printing Co.	Herman G. Johnson								
FAIRMONT, 17,851.													
†Times (m) (D) (72-33)	6,153	.03	...	Index Printing Co.	C. E. Smith	W. L. Sands	C. E. Smith	C. E. Smith	C. E. Smith	C. H. Riggle	C. Roy Manley	Geo. Maher	Guy S. Holt
Sunday edition	4,960												
West Virginian (R) (94)	6,364	.03	...	West Virginian, Inc.	W. J. Wiegel	R. S. Reid	R. S. Reid	A. Ray Maple	J. J. Coughlin	Sidney W. Wright; A. Ray Maple[3]	A. I. Garret	Nell Morris	E. G. Nickey
GRAFTON, 8,517.													
Sentinel (R) (J) (none)	2,572	.021	.021	Howard H. Holt	Howard H. Holt	Howard H. Holt	Jas. D. Grist	R. L. Newlon	R. L. Newlon	R. L. Newlon	Arthur Cox		W. E. Brown; Ernest Walden[1]
HINTON, 3,912.													
News (I) (J) (none) (d)	....	.007	.007	H. C. Ogden	Miss Janet Howard	Miss Margaret L. Ogden							
HUNTINGTON, 50,177.													
Advertiser (m) (D) *S (73)	9,983	.04	...	Luther T. Long	Paul Walker Long	Clyde A. Wellman	Stewart D. Owen	Luther T. Long	J. H. Long	J. K. Ruckman	J. C. Branthoover	Lillie B. Pyle	C. A. Baumgardner
Sunday edition	11,080												
†Herald-Dispatch (m) (R) (33-43)	13,604	.04	.035	Huntington Herald Co.	Boyd Jarrell		Wiatt Smith	Dave Gideon	W. L. Mengert	H. W. Manz	E. A. Bailey	W. W. Moores	J. W. Brown
Sunday edition	13,453												
KEYSER, 6,003.													
Mineral Daily News (I) (J) (none) (d)	....	.018	...	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	W. H. Barger	
MARTINSBURG, 12,515.													
Journal (I) (J) (94-148)	3,976	.03	.029	C. W. Morrison	G. C. McKown	Vernon B. Garton			Miss Frances M. Townsend	C. W. Morrison	Lawrence Irwin		C. W. Morrison[1]
MORGANTOWN, 12,127.													
†New Dominion (D) (145)	5,241	.025	.025	Dominion News Co.	Chas. E. Hodges		Geo. A. Anderson		E. F. Shultz	P. R. Davis; E. F. Shutz[3]	John T. Hoffman	E. F. Shutz	
Post (R) (94-148)	3,126	.025	.025	West Va. Newspaper Pub. Co.	Ross B. Johnston			Ross B. Johnston					
MOUNDSVILLE, 10,669.													
Echo (I) (J) (94)	2,094	.011	.011	S. C. Shaw	S. C. Shaw								
Journal (R) (none) (d)	1,480	.011	...	R. J. Smith	R. J. Smith								
PARKERSBURG, 20,050.													
†News (m) (R) (94)	4,964	.025	.018	E. A. Brast	C. H. Baker		V. H. Measley	E. A. Brast		G. H. Keevan	D. L. Henderson	Linwood Hannaman	R. E. Gross
Sunday edition	6,591												
Sentinel (D) (33-72)	7,486	.03	...	Charles P. Harvey	John W. Fischer				W. E. Ingersoll	D. E. McGuire	Edna C. Hull		Wilton Whitehare
POINT PLEASANT, 3,059.													
Register (J) (D) (31) (d)	1,500	.021	.021	Register Publishing Co.	R. P. Bell	R. P. Bell	R. P. Bell	R. P. Bell	R. P. Bell		Clara Proffit	C. M. Wartenburg	Charles Fry; Fred Smith[1]
SISTERSVILLE, 3,238.													
Review (R) (J) (143)	1,200	.015	...	Oil Review Pub. Co.	Frank T. Smith			Elmer F. Billeter					R. Clegg
WELLSBURG, 4,918.													
Herald (I-R) (4)	1,094	.013	...	Wellsburg Herald Pub. Co.		Geo. S. Larrimore			George S. Larrimore				Earle Denley
WHEELING, 56,208.													
†Intelligencer (R) (33-72)	12,509	.032	...	H. C. Ogden	H. C. Ogden	J. E. Blackford	Elmer Cunningham	H. C. Ogden	J. E. Kaiser	Ralph B. Cushing	C. S. Frye	Ralph B. Cushing	Roy Lowe
News (m) (I) (J) (33-72)	13,700	.0[illegible]	...	H. C. Ogden	H. C. Ogden	J. E. Blackford	John L. Michaels	H. C. Ogden	H. C. Clark	Ralph B. Cushing	C. S. Frye	Ralph B. Cushing	Percy Hiscock
Sunday edition	18,794	.07	...										
†Register (m) (21)	11,020	.04	...	W. Va. Ptg. Co.	Camden S. Taney								
Sunday edition	12,247	.045	...	W. Va. Ptg. Co.	Camden S. Taney								
Telegraph (R) (85)	7,619	.021	...	George A. Laughlin		George A. Laughlin	Robert T. Beans	C. H. Henderson	C. H. Henderson	C. H. Henderson	C. H. Henderson	C. H. Henderson	C. H. Henderson
WILLIAMSON, 6,819.													
News (4)	....	.021	...	George Byrne, editor and publisher									

WISCONSIN

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ANTIGO, 8,451.													
Journal (R) (J) (151-2)	3,475	.021	.021	Berner Bros. Pub. Co.	Fred L. Berner	Earle S. Holman	Peter Sleeter		Henry Berner	Otto Berner	Max Klessig		Otto Berner[1]
APPLETON, 19,561.													
Post-Crescent (J) (115-116)	9,615	.04	...	Post Pub. Co.	John K. Kline		John Riedl		H. L. Davis	Ralph Gee	Frank Leininger	S. B. Rindal	Maurice E. Cartier
ASHLAND, 11,334.													
Press (R) (J) (d) (none)	2,800	.018	.018	Joe M. Chapple & Co.	Kirk L. Miles	Kirk L. Miles	Joe Chapple	Kirk L. Miles	Kirk L. Miles	Kirk L. Miles	H. C. Eckman		
BARABOO, 5,538.													
News (R) (J) (d) (none)	1,400	.011	...	Baraboo News Pub. Co.	H. E. Cole & H. K. Page			H. E. Cole & H. K. Page					C. Steinbrink[3]
Republic (R) (J) (d) (4)	1,100	.018	...	Geo. Hood & Sid Hood	Hood Bros.		Hood Bros.	Hood Bros.	Hood Bros.	Hood Bros.			W. D. Morse[1]
BEAVER DAM, 7,992.													
Citizen (I) (147)	2,393	.015	.015	E. E. Parker & Son	H. H. Parker	H. H. Parker	J. T Keenan		H. H. Parker				A. J. Krens
BELOIT, 21,284.													
News (I-R) (J) (115-116)	8,765	.045	...	D. B. Worthington	M. H. Dobson	D. B. Worthington	Tom Redell	D. B. Worthington	D. B. Worthington	W. L. Odett	R. F. Collins	Roy Markel	Walter Pire; R. F. Collins[1]
BERLIN, 4,400.													
Journal (I-R) (117)	2,250	.025	.021	R. S. Starks	R. S. Starks	R. S. Starks	E. E. Murphy-Christensen	R. S. Starks	M. A. Starks	R. S. Starks; M. A. Starks[3]	M. A. Starks	M. A. Starks	Jack Berry
CHIPPEWA FALLS, 9,130.													
Chippewa Herald (69)	3,497	.021	...	Herald Printing Co.	George E. Dee								
Gazette (I) (J) (136)	3,544	.025	.02	Chippewa Valley Press, Inc.	W. H. Bridgman		A. C. Regli	R. G. Lee		R. G. Lee			W. G. Streib
EAU CLAIRE, 20,880.													
Telegram (see Leader)	5,973			Eau Claire Press Co.	P. C. Atkinson	P. C. Atkinson	Otto Lund	C. W. Fiske	C. W. Fiske	M. M. Kelley	O. M. Grotte	George Olen	John Erpenbach
†Leader (m) (R) (151-2)	3,372												
Sunday edition	9,345	.04	.03										
FOND DU LAC, 22,427.													
Commonwealth (I-R) (J) (151-2)	6,761	.04	...	P. B. Haber Ptg. Co.	E. M. Jenison	P. B. Haber	J. J. Harlin	P. B. Haber	A. L. Waffle	A. L. Waffle	A. L. Waffle	A. L. Waffle	E. M. Jenison[3]
Reporter (I) (J) (151-152)	6,647	.04	...	Reporter Printing Co.	C. F. Coffman	C. F. Coffman	W. Hyde	A. H. Lange	A. H. Lange	Emery Martin	Emery Martin	Emery Martin	

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
JANESVILLE, 18,293.													
Gazette (I-R) (151-2)	10,788	.05	.032	H. H. Bliss	Stephen Bolles	Stephen Bolles	George Kavelage	H. H. Bliss	H. H. Bliss	T. G. Murphy	T. A. Birmingham	S. H. Bliss	E. P. Ehrlinger
KENOSHA, 40,472.													
News (E) (J) (35)	8,178	.04	.03	Kenosha News Pub. Co.	W. T. Marlatt		E. F. Marlatt	R. S. Kingsley	R. S. Kingsley	H. R. Young and C. E. Head	Francis Haun	W. R. Cropley	E. C. Smith[2]
LA CROSSE, 30,363.													
Tribune & Leader Press (m) (I) (35)	12,512	.05	.04	Frank H. Burgess	A. M. Brayton	Mark R. Byers	C. A. Worth		Frank H. Burgess	D. S. Greig	E. M. Denney		
Sunday edition	11,920												
MADISON, 38,378.													
Capital Times (I) (J) (115-116)	16,601	.05	.035	Capital Times Co.	W. T. Evjue	E. L. Meyer	D. D. Dunn	T. C. Bowden	T. C. Bowden	Irwin Maier	H. L. Cowgill	Irwin Maier	W. P. Abel
Wisconsin State Journal (m) (I-R) (35)	19,202	.06	.045	A. M. Brayton	A. M. Brayton	A. C. Baker	Jas. W. Irwin	I. U. Sears	I. U. Sears	E. J. Usher; Penn Wright[3]	M. F. Mergen	Mildred Stiles	O. A. Winrich
Sunday edition	18,662												
MANITOWOC, 17,563.													
Herald-News (151-2)	4,902	.03	...	Herald News Pub. Co.	E. W. Mackey	W. F. Ohde	C. A. Brandt	W. F. Ohde		C. L. Manning; W. F. Ohde[3]	W. W. DeLano		
Times (E) (70-147)	4,317	.03	.025	New Times Pub. Co.	A. O. Trippler	A. O. Trippler	N. K. Neilsen	A. O. Trippler	A. O. Trippler	W. U. Rutherford	Edw. Veirtel	W. V. Rutherford	Aug. C. Tech
MARSHFIELD, 7,394.													
News (E) (J) (4)	2,412	.029	.029	Marshfield Publishing Co.	Glen V. Kraus	Glen V. Kraus	Floyd Tuscher	Edgar S. Bailey	Edgar S. Bailey	C. M. Fleischer	Floyd Tuscher	C. M. Fleischer	Mike Berg; John Witt[1]
MENASHA, 7,214.													
Record (E) (4) (d)	1,611	.011	...	Ira H. Clough	Ira H. Clough	Ira H. Clough	M. M. Clough	Ira H. Clough	H. S. Clough	H. S. Clough	H. S. Clough	Ira Clough	M. M. Clough
MERRILL, 8,068.													
Herald (J) (152-5)	3,025	.025	...	W. B. Chilsen	W. B. Chilsen	W. B. Chilsen	John Gumtz	W. B. Chilsen	W. B. Chilsen	Val Schneider	A. A. Woeber	Miss M. E. Goetz	Arthur Martinson[2]
MARINETTE, 13,610.													
Eagle-Star (I-R) (J) (151-2)	3,975	.025	.021	Eagle Ptg. Co.	Frank E. Noyes	Ed. W. LeRoy	Camden H. West	Frank E. Noyes	Frank E. Noyes	L. A. Drown	S. P. Jones	L. A. Drown	H. C. Hanson[2]
MILWAUKEE, 457,147.													
Journal (m) (I) (E) (112)	118,626	.22	...	Harry J. Grant	L. W. Nieman	Marvin H. Creager	R. F. Green	Harry J. Grant	L. L. Bowyer	R. A. Turnquist; E. G. Horst[3]	O. V. Fragstein	Harry Gwaltney	Frank Keating
Sunday edition	103,107												
Leader (Soc) (J) (E) (55)	47,571	.12	.095	E. H. Thomas	Victor L. Berger	Victor L. Berger	Stuart Heath	E. H. Thomas		Elmer A. Krahn	Harry H. Toohey	H. G. Hellerman	Theo Sweers; H. Seymour[1]
†Sentinel (m) (R) (156)	44,235												
Evening edition	20,362	.14	.11	Chas. F. Pfister	Geo. Lounsbury	J. Liebman	A. Harvey and J. L. Fredenburgh	A. B. Cargill		F. D. Barter	I. Spear	W. Broker	W. Reed
Combined daily	64,597												
Sunday edition	43,414												
Wisconsin News (I) (E) (115-24-16)	70,865	.16	.12	Rhey T. Snodgrass	Hector H. Elwell	Hector H. Elwell	H. J. Ewald	J. H. Lederer	J. H. Lederer	Fred J. Chlupp; B. W. Compton[3]	H. M. Vandusen	W. A. Giffen	
Sunday Telegram	123,720	.27	.19	Rhey T. Snodgrass	R. H. Gardner	R. H. Gardner	H. J. Ewald	J. H. Lederer	J. H. Lederer	John H. Black; B. W. Compton[3]	H. M. Vandusen	W. A. Giffen	
MONROE, 4,788.													
Journal (R) (J) (d) (4)	550	.011	.011	L. A. Woodle & Son	L. A. Woodle	L. A. Woodle	Roy Woodle	L. A. Woodle	L. A. Woodle	L. A. Woodle	L. A. Woodle	L. A. Woodle	Roy Woodle[3]
Times (R) (J) (151-2)	2,648	.025	.02	Emery A. Odell	Harry B. Lyford	Emery A. Odell	Harry B. Lyford	Emery A. Odell	Emery A. Odell	Emery A. Odell	Emery A. Odell	L. M. Conrad	Guy W. Tanner; Sam Hoesly; Fred T. Odell[1]
NEENAH, 7,171.													
News & Times (R) (none)	2,069	.016	...	News Publishing Co.	Clara A. Bloom	John A. Studley	H. G. Bronson						
OSHKOSH, 33,162.													
Northwestern (R) (115-116)	13,645	.06	...	O. J. Hardy	F. C. Walker	Edward F. Kennedy	Louis Torreyson	O. J. Hardy	Fred R. Wiese	Chas. A. Hellard; O. J. Hardy[3]	C. A. Thomas		
PORTAGE, 5,582.													
Register-Democrat (R) (J) (none)	1,800	.021	.021	A. A. Porter	A. A. Porter								
RACINE, 58,593.													
Journal-News (R) (151-2)	9,288	.05	.035	The Journal Ptg. Co.	F. W. Starbuck		D. F. Griswold	F. R. Starbuck	F. R. Starbuck	Harry Le Poidevin; H. S. Mann[3]	Henry T. Larsen	G. Hilgers	T. Jude
Times-Call (I-R) (115-116)	8,489	.05	.033	Call Pub. Co.	W. S. Goodland	Frank Lovell	E. L. Evans	W. S. Goodland	J. H. Heim	W. C. Davis; F. J. Heaton[3]	A. S. Huxford	Norman Elholm	Oscar Syrich
RHINELANDER, 6,654.													
News (E) (J) (106-5)	1,420	.018	.018	William R. Jaeger	William R. Jaeger		E. R. Barager	William R. Jaeger	William R. Jaeger	Beatrice Treutel			A. G. Christenson[2]
SHEBOYGAN, 30,955.													
Press-Telegram (I) (J) (151-2)	10,504	.06	...	Press Pub. Co.	C. E. Broughton	C. E. Broughton	L. P. Cook	C. E. Broughton	C. E. Broughton	N. M. Root; E. S. Gerlat[3]	Edna Kuhn	M. Pape	Geo. A. Brand; John Stengel[1]
STEVENS POINT, 11,371.													
Journal (R) (J) (152-2)	4,514	.03	.025	Journal Ptg. Co.	Frank W. Leahy	Guy W. Rogers	James W. Hull			Guy W. Rogers; Frank W. Leahy[3]	A. C. Sandman		N. P. Bonerts; L. C. Clark[1]
STOUGHTON, 5,101.													
Courier-Hub (R) (J) (none) (d)	1,287	.018	...	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	J. M. Hibbard	Martin Johnson[2]
SUPERIOR, 39,624.													
Telegram (I) (J) (E) (63)	17,800	.06	.07	Evening Telegram Co.	Barr Moses	Walter Hard	Allen Cowie	Sidney Buchanan	Clough Gates	Paul Skamser; Clough Gates[3]	Clough Gates	Paul Skamser	Jacob McCosky; Horace Somerville[1]
WATERTOWN, 9,299.													
Times (I) (J) (147)	3,282	.025	.019	Times Publishing Co.	James P. Holland	James P. Holland	Clarence H. Wetter	James P. Holland	Erwin G. Koepsell	Erwin G. Koepsell	Charlotte O'Brien	Erwin G. Koepsell	C. B. Spicher[2]
WAUKESHA, 12,558.													
Freeman (I) (none)	1,795	.024	...	Freeman Printing Co.	H. M. Younans	Henry A. Younans	Henry A. Younans	H. M. Younans	G. W. Norris	H. M. Younans	John Brockman	Mrs. Ina J. Reid	G. W. Norris[2]
WAUSAU, 18,661.													
Record-Herald (R) (J) (120-2)	6,777	.04	.03	Record-Herald Co.	J. L. Sturtevant	J. H. O'Neill	E. D. Underwood		E. J. Smith	H. Alarik; J. C. Sturtevant[3]	G. M. Stephenson	H. Bastow	G. D. Derby[2]
WISCONSIN RAPIDS, 7,243.													
Tribune (I-R) (J) (152)	3,520	.025	...	Wm. F. Huffman	Wm. F. Huffman	C. R. Babcock	C. R. Babcock	Wm. F. Huffman	Wm. F. Huffman	A. C. Sierck	A. E. Peters	R. Steinberg	A. Reinert, Jr.[2]

WYOMING

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CASPER, 11,447.													
†Herald (m) (I) (J) (33-72)	5,939	.05	.05	M. M. Levand	M. M. Levand	Sam H. Day	M. P. Wear	M. M. Levand	M. M. Levand	Arthur Braunstein	Peck Dietrich	John Moses	Paul Pixley; John Madison[1]
Sunday edition	5,939												
Tribune (m) (E) (120)	9,724	.05	.042	Natrona County Tribune, Inc.	J. E. Hanway	W. H. Huntley	R. E. Evans	J. E. Hanway	E. E. Hanway	Thos. Daily	M. A. Mortimer	Isabel Price	J. B. Griffith
Sunday edition	9,724												
CHEYENNE, 13,829.													
Wyo. State Tribune Leader (m) (R) (73)	6,442	.05	.05	Tribune Pub. Co.	W. C. Deming	J. C. Thompson	Fred L. Babcock	John C. Fleming					
Sunday edition	6,464												
LANDER, 3,123.													
Post (E) (d)	....	.021	...	Post Pub. Co.	W. J. Himes								
LARAMIE, 6,301.													
Republican & Boomerang (I-D) (J) (none)	1,875	.026	...	Laramie Ptg. Co.	Geo. R. Hand	Geo. R. Hand	Howard Miller	Geo. R. Hand	Geo. R. Hand				Abe Foster; J. W. Sturdivan[2]
SHERIDAN, 9,175.													
Post-Enterprise (m) (I) (120-62)	4,529	.04	.032	Post Printing Co.	C. W. Barton		David W. Watrous	C. W. Barton	J. D. Sullivan	W. S. Sopris	M. Soloski		L. F. Hurd
Sunday edition	4,651												

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent: (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [3]designates National Advertising Manager.

NECROLOGY

Albert, Col. Charles S.—of New York World Washington staff and dean of Senate correspondents; March 27.

Allison, James W.—41 years a Washington newspaper man; Jan. 19.

Alvord, Clarence M.—editor and proprietor Livonia (N. Y.) Gazette.

Antisdale, Louis M.—editor and proprietor Rochester Herald; June 28.

Ashbaugh, L. V. M.—publisher St. Paul Daily News, Omaha Daily News, Omaha Rural Weekly and Minneapolis Rural American; March 8.

Ayer, F. Wayland—54 years president N. W. Ayer & Son, Philadelphia Advertising Agency; March 5.

Ayres, William A.—editorial writer Hartford (Conn.) Times; Dec. 8.

Babb, Joseph B.—former managing editor Birmingham News; Feb. 28.

Baird, Col. Andrew—former president and director Brooklyn (N. Y.) Times; Sept. 4.

Balch, William R.—veteran London (England) and Boston newspaper man; March 7.

Barreto, John Joseph—president Cecil, Barreto & Cecil, Inc., Richmond advertising agency.

Bond, A. Curtis—New York correspondent Pall Mall Gazette and London Standard; in New York, Oct. 22.

Bowler, T. M.—president Sheboygan (Wis.) Press-Telegram; Oct. 22.

Boyd, Hugh—senior editor New Brunswick (N. J.) Home News; Nov. 18.

Brooke, Wallace G.—dean of New York newspaper representatives; in Brooklyn, July 29.

Bross, Ernest—managing editor Indianapolis Star; Jan. 31.

Budke, Conrad—president Nelson Chesman Advertising Agency, Salt Lake City; Aug. 15.

Bunn, William M.—once editor Philadelphia Sunday Transcript; Sept. 17.

Bunnell, A. O.—editor and publisher Dansville (N. Y.) Advertiser; Dec. 2.

Campbell, George T.—publisher Owosso (Mich.) Argus-Herald; March 31.

Campbell, Henry—assistant editor Milwaukee Journal; Jan. 2.

Chambers, John S.—former managing editor Sacramento (Cal.) Bee and manager local branch Bank of Italy; Nov. 19.

Chew, William R.—for 42 years associated with Xenia (Ohio) Gazette; June 3.

Cobb, Benjamin Franklin—president Chicago Press Club; Aug. 27.

Cobb, Frank I.—editor New York Morning World. Dec. 21.

Connery, Thomas B.—former managing editor New York Herald; Feb. 10.

Conroy, D. M.—business manager Mason City (Ia.) Globe-Gazette; Dec. 20.

Crall, Col. Howard Elmer—special representative; Feb. 26.

Crane, Augustus S.—editor and publisher Elizabeth (N. J.) Journal; Jan. 9.

Crawford, Frederick W.—former Washington correspondent New York World; Jan. 4.

Crawford, West James—president Memphis Commercial Appeal; Nov. 8.

Curtis, David A.—long connected with New York Sun; May 20.

Davey, B. A.—Birmingham advertising agent; Jan. 1.

Davey, John—father of tree surgery and member Association of National Advertisers; Akron, Ohio, Nov. 8, aged 73.

Davidson, David G.—former editor Melrose (Mass.) Journal; Aug. 27.

Dawson, Allan—associate editor New York Globe; June 24.

Dawson, Natalie P. (Mrs. Allan Dawson)—literary critic New York Globe; April 23.

Dearborn, George H.—publisher Melrose (Mass.) Free Press.

de Mesquita, Alfred—publisher Durham (N. C.) Sun and Fayetteville (N. C.) Observer; Aug. 20.

Devine, Alex.—former business manager Butte Miner; July 20.

Dickman, Oliver C.—New York Evening World artist; Aug. 15.

Dieuaide, Thomas M.—long associated with New York Sun; April 14.

Dixon, Frederick—former editor Christian Science Monitor.

Douglas, Malcolm Campbell—former managing editor Milwaukee Sentinel, city editor Milwaukee Free Press and St. Paul Pioneer Press; Nov. 5.

Durand, Dr. Augusto—owner and editor La Prensa, Lima, Peru; March 31.

Dwyer, Matthew—general manager Providence (R. I.) Tribune; May 10.

Eaton, William L.—editorial writer Rockford (Ill.) Register-Gazette; Jan. 29.

Edwards, Capt. Charles L.—business manager Long Branch (N. J.) Record; Aug. 9.

Evans, William R.—formerly business manager Pittsburgh Leader.

Fairburn, R. H.—30 years editor New Hampton (Ia.) Courier; Oct. 3.

Farrelly, Richard A.—former editor Hearst newspapers and I. N. S.; Oct. 26.

Farrelly, Stephen—vice-president and general manager American News Company; March 9.

Faulkner, James W.—legislative correspondent Cincinnati Enquirer; May 5.

Ferris, Victor Wood—managing editor Norwalk (Conn.) Hour; Aug. 27.

Fleming, Edwin—dean of Western New York newspaper men; Aug. 13.

Forsyth-Grant, Mrs. W.—40 years society editor Toronto Globe; in Toronto, Nov. 2.

Franklin, Thomas—Compositor Boston newspapers.

Gaddis, Earl B.—editorial staff Omaha World-Herald; Jan. 28.

Gates, C. C.—general manager Gates Advertising Company, Dallas, Tex.; July 20.

Gillespie, Edward T. W.—president Stamford (Conn.) Advocate; Jan. 9.

Goodman, Peter S.—former financial editor Chicago Chronicle.

Guernsey, Frederick F.—founder Mexico City Mexican Herald; Feb. 22.

Grandin, Frank C.—former head Grandin-Dorrance-Sullivan Agency, 23 years head Postum Cereal Co., at Battle Creek; Oct. 27.

Greene, Jesse A.—editor Fort Wayne (Ind.) News-Sentinel and president News Publishing Company; Oct. 13.

Greenwood, William Hamar—former managing editor Toronto World; Oct. 19.

Gurnea, Martin W.—Chicago representative New York Daily News; Dec. 8.

Hardham, W. L. F.—former president Philo Hay Specialties Co.; Oct. 26.

Harding, Warren G.—President of the United States and publisher of the Marion (Ohio) Star; Aug. 2.

Harrington, Orville—foreign advertising manager Dayton News; Feb. 24.

Harsh, J. B.—founder Creston (Ia.) Advertiser; June 19.

Haven, Alfred Pell—25 years Sunday editor New York Sun; June 4.

Herbert, Robert W.—editor Greensburg (Pa.) Tribune; Feb. 15.

Hewell, A. D.—works manager Intertype Corporation; July 15.

Higgins, Harry F.—managing editor Tacoma Ledger; Feb. 1.

Hill, N. Russell—editor Davenport (Wash.) Times-Tribune and president Washington State Press Association; Dec. 12.

Holbrook, Horace—publisher Warren (Ohio) Western Reserve Democrat; March 30.

Holland, George Clarke—former editor Ottawa (Ont.) Citizen; Feb. 26.

Hood, Edwin M.—dean of Washington correspondents and for nearly 50 years on Associated Press Washington staff; in Washington, Aug. 9.

Hooker, Thomas—business manager Spokane Chronicle; Jan. 9.

Hough, Emerson—author and contributor to newspapers and periodicals; April 30.

Hunt, John H.—founder Sag Harbor (N. Y.) Express; Feb. 22.

Hurd, Frank—owner and publisher Medina (N. Y.) Tribune; April 29.

Humiston, William H.—musical critic Brooklyn Eagle; Dec. 5.

Irish, Col. John P.—in 1882 editor and publisher Oakland (Cal.) Times; Oct. 7.

Johnson, W. P.—founder Gadsden (Fla.) News; April 11.

Jones, J. Frank—circulation manager Decatur (Ill.) Review for 10 years; in Denver, Oct. 14.

Judson, William H.—former business manager New Orleans Democrat.

Kiefer, J. Clarke—telegraph editor Baltimore Evening Sun.

Kearns, E. P.—correspondent Pittsburgh Post 1849-1884; Nov. 25.

Kinsloe, Frank—president Lock Haven (Pa.) Express Printing Company; Aug. 26.

Krehbiel, H. E.—New York Tribune music critic; March 20.

Lambdin, John O.—Baltimore Sun dramatic and music critic; April 26.

Langdon, Walter Galbraith—general auditor Hearst publications; March 27.

Leonard, Frederick K.—night editor New York Evening Journal; Aug. 17.

Lippard, E. J.—associate editor Sheridan (Wyo.) Post-Enterprise; Nov. 18.

Luther, Frederick Newman—editor Providence Tribune; April 25.

McCormick, William—editor Reading (Pa.) Herald-Telegram and News-Times; Feb. 11.

McLoughlin, William P.—veteran New York reporter and sports writer; Aug. 4.

McNally, William F.—vice-president Minnesota Tribune Company, publishers Minneapolis Tribune; April 13.

McNamara, John J.—automobile editor Boston Post; Feb. 19.

McParland, John—president International Typographical Union; June 15.

McShane, John A.—one time owner Omaha (Neb.) Herald.

McSwigan, Andrew—veteran Pittsburgh newspaper man; Jan. 12.

Macnamara, F. J.—former president Ottawa (Can.) Press Gallery, Vancouver, B. C.; July 10.

Mansfield, John B.—city editor Chicago Times for 15 years; Dec. 18.

Meyer Marcus—director comic art department New York World.

Martin, Nicholas Bruce—editor Waynesboro (Pa.) Press; Feb. 3.

Mather, William H.—telegraph editor Chicago Tribune; Jan. 10.

Maury, Prof. Thompson Brooke—35 years on New York Herald staff and noted meteorologist; July 15.

Meginniss, Warren M.—managing editor Williamsport (Pa.) Gazette and Bulletin; Aug. 29.

Miller, George F.—former president Pittsburgh Press Club; July 24.

Moran, James E.—business manager Haverhill (Mass.) Gazette; Sept. 22.

Nead, Benjamin M.—former editor Harrisburg (Pa.) Patriot; March 31.

Newman, Eugene W.—("Savoyard"), veteran Washington newspaper man; July 27.

Nimrocks, Charles A.—former publisher Minneapolis Journal and Detroit Tribune.

O'Grady, Capt. William L. D.—former managing editor New York Mail and Express; March 3.

O'Hern, Alexander F.—business manager Davenport (Ia.) Times; July 10.

Ormsbee, Hamilton—editorial writer and critic Brooklyn Eagle; Nov. 1.

Peterson, Arthur W.—general manager Waterloo (Ia.) Evening Courier; Sept. 25.

Perkins, Luther N.—editor Beverly (N. J.) Banner; June 21.

Perryman, George—editor Greenville (Ill.) Item; Sept. 10.

Phillips, W. T.—manager Portland (Ore.) Daily Record Abstract; Aug. 13.

Piper, George U.—former owner Seattle Post-Intelligencer; March 20.

Prescott, Col. C. H.—founder Biddeford (Me.) Journal; Dec. 19.

Rathom, John R.—editor and general manager Providence (R. I.) Journal and Bulletin; Dec. 11.

Redmond, John Francis—managing editor EDITOR & PUBLISHER; July 2.

Reeder, John S.—one time editor Cincinnati Commercial Gazette; March 9.

Reese, Henry—40 years editor and publisher Gonzales (Tex.) Inquirer.

Regan, John P.—30 years New York correspondent St. Louis Republic; Feb. 22.

Rellihan, P. T.—for many years New York Press Albany correspondent; March 1.

Rice, Edgar—publisher of a weekly at Marlboro (Mass.).

Rhodes, John Edgar—former publisher Tacoma Tribune; June 2.

Riffe, Azel F.—business manager Staunton (Va.) Leader.

Robbins, George Delbert—former proprietor San Antonio Light; Oct. 20.

Roberts, Willis T.—publisher Biddeford (Me.) Standard; July 3.

Rohe, Adam—last surviving member Harper's Weekly Civil War staff; March 24.

Rountree, Lee J.—editor Bryan (Tex.) Eagle and former president National Editorial Association; May 2.

Russell, Charles Mills—former Albany correspondent New York Tribune; Aug. 11.

Russell, George E.—advertising manager Ft. Worth Press.

Rowell, Homer H.—financial editor Rochester (N. Y.) Democrat and Chronicle; Dec. 23.

Salkeld, Joe D.—political editor Chicago Journal; Sept. 17.

Savage, George M.—oldest Michigan advertising agent; March 8.

Sharpe, George B.—president Association of National Advertisers and advertising manager Bourroughs Adding Machine Company; Aug. 10.

Siddall, John M.—editor American Magazine; July 16.

Skerrett, Nicholas J.—city editor Worcester (Mass.) Gazette; Oct. 18.

Smallwood, John Bell—news manager Washington (D. C.) Star; March 19.

Smith, Harold I.—famous ship news reporter at New York; in Paris, May 31.

Speer, William McMurtrie—political writer and lawyer; April 2.

Spence, Roland E.—editor Arthur (Neb.) Enterprise; Sept. 15.

Stanwood, Edward—former editor Boston Daily Advertiser; Brookline, Oct. 11.

Stasse, Charles L.—circulation manager Newark (N. J.) News; Dec. 18.

Steel, William T.—former business manager Philadelphia Public Ledger; April 30.

Steigers, William C.—second vice-president St. Louis Post-Dispatch; May 24.

Straight, C. D.—editor Mt. Clemens (Mich.) Leader; Aug. 15.

Street, Arthur I.—former editor Colliers' Weekly; May 14.

Strimback, William Edgar—publisher Farmington (Ill.) News-Republican; Nov. 28.

Sumner, Adrian E.—one time manager Chicago office Associated Press.

Sundine, John—business manager and half-owner Moline (Ill.) Dispatch, and president Inland Daily Press Association; Nov. 20.

Thayer, William Roscoe—biographer of Theodore Roosevelt, and one time assistant editor Philadelphia Evening Bulletin; Sept. 7.

Tufts, Drew C.—owner Centralia (Ill.) Democrat; Sept. 15.

Tuohy, James M.—European manager New York World; in Kensington, England; Sept. 6.

Upperman, William Blake—20 years with New York World; March 14.

Van Campen, Fred M.—founder Bay City (Mich.) Times-Press; Oct. 5.

Walters, Philip Cromwell—advertising manager Johnstown (Pa.) Tribune; Oct. 21.

Wardman, Ervin—vice-president New York Sun and Herald; Jan. 13.

Warfel, John G.—former proprietor Lancaster (Pa.) New Era; May 16.

Warner, H. H.—patent medicine advertiser; Jan. 26.

Watkins, J. Lawrence—former editor Birmingham Age-Herald; Feb. 6.

Watkins—editor Chillicothe (Mo.) Constitution; Jan. 31.

Weeks, Charles S.—office manager Elizabeth (N. J.) Evening Times; Nov. 20.

Weidel, Jacob—former editor Reading (Pa.) Times and Reading News; Feb. 6.

Whitely, Robert H. K.—veteran Detroit Tribune managing editor; Dec. 24.

Willard, George Harney—editor and publisher New Berlin (N. Y.) Gazette; Sept. 18.

Williams, Judge Robert—president Paterson (N. J.) Call; Feb. 19.

Willoughby, Andrew—one time publisher Harrison (O.) News; Dec. 18.

Wilson, H. M.—publisher Opelika (Ala.) Daily News for 25 years; April 11.

Woodward, E. H.—ex-president Oregon State Press Association.

Wright, Nathaniel C.—editorial manager Toledo Blade and editor Newark (N. J.) Star-Eagle; May 13.

Wrighter, William D.—circulation manager Spokane Spokane-Review; July 20.

Wurts, George—editor Paterson (N. J.) Press and later associate editor Paterson Press-Guardian; in 94th year, May 17.

NECROLOGY CANADA

Cunningham, J. W.—editor New Westminster (B. C.) British Columbian and associate founder Edmonton (Alta.) Journal.

Dingman, Charles—editor Stratford (Ont.) Beacon-Herald.

Long, William F.—president W. F. Long Company, Inc., Canadian publishers representatives; April 29.

Macdonald, Dr. J. A.—former managing editor Toronto Globe; May 14.

McInnis, J. K.—editor Regina (Sask.) Journal; Regina, Oct. 22.

Purdom, Thomas Hunter—former chief owner London (Ont.) Advertiser; Nov. 14.

NECROLOGY FOREIGN

Malleterre, Gen. J. M. G.—military critic; Temps, Paris.

Millet, Philippe—foreign editor Patit Parisien, Paris, Oct. 27.

Morley, Viscount—Lord President of the Privy Council and Secretary of State for India, one time associated in publication of Pall Mall Gazette; Sept. 23.

Zeballos, Dr. Estanislao—editor-in-chief La Prensa, Buenos Ayres; former foreign minister Argentine, President of the Senate, Minister to the United States, President International Law Association and author of "The Crisis of Pan-Americanism"; Oct. 4.

NEWSPAPER SALES

Aberdeen (S. D.) American interest by R. J. Neill to J. H. McKeever.

Amarillo (Tex.) Tribune to Dr. J. L. Nunn.

Americus (Ga.) Times-Recorder interest to Arthur Lucas to Lovelace Eve.

Albuquerque (N. M.) New Mexico State Tribune, Carl C. Magee controlling interest, to Scripps-Howard newspaper interests.

Anaheim (Cal.) Herald by F. W. Kellogg to Anaheim Bulletin.

Ardmore (Okla.) Ardmoreite interest by F. Cowles to L. B. Myers.

Baltimore American and News by Frank A. Munsey to William R. Hearst.

Bellefontaine (O.) Index-Republican by F. L. Johnson to George T. Brandon and A. J. Miller.

Binghamton Sun interest to Herbert J. Ford.

Bootville (Mo.) Republican by E. J. Melton to C. M. and Fred Harrison.

Bucyrus (O.) Telegraph, Bucyrus Journal and Bucyrus Forum to John F. Burke.

Camden (N. J.) Post-Telegram by Hon. F. L. Patterson to William A. Searle.

Canton (O.) Daily News by H. H. Timken to C. W. Ufford to James M. Cox.

Carrollton (Mo.) Republican by C. K. and A. J. Strong to S. A. and Tynan Clark.

Casper (Wyo.) Tribune by Charles N. Barton to J. W. and Earl N. Hanway.

Cedar Falls (Ia.) Record by Lars E. Bladin to Charles S. Coddington.

Chillicothe (O.) Tribune by Hal D. McHollen to Dr. F. C. Fay.

Clinton (Ia.) Advertiser to G. L. Higgins and A. C. Root.

Colorado Springs Gazette to Colorado Springs Telegraph, morning and evening editions continued, Sunday editions combined.

Colton (Cal.) Courier to F. S. Hosfelt, owner Rialto (Cal.) Record, Highland Messenger and Bloomington News.

Concord (N. H.) Monitor and Concord Patriot to Frank E. Langley and John G. Winant.

Corvallis (Ore.) Morning Courier by A. L. Frost to Miller & Water.

Duluth (Minn.) News-Tribune by Mile Bunnell and Myron Bunnell to Charles R. Adams, James E. Rockwell and Ray D. Handy.

Dunkirk (Ind.) Daily News to Philip E. Fox.

Durham (N. C.) Sun by W. W. Weaver to George F. Sisson.

Carrollton (Mo.) Republican Record, interest from O. H. Sowards to A. L. Strong.

El Dorado (Ark.) Tribune by C. W. Martin to J. B. Story, B. F. Mullen and H. H. Brandenmade.

El Dorado (Kan.) Times interest by Burns Butler to R. A. Clymer.

Elmira (N. Y.) Advertiser and Sunday Telegram by R. R. Govin and Herman Suter to Frank E. Gannett.

Erie (Kan.) Sentinel by Alf. Q. Wooster to H. C. Gresham.

Fargo (N. D.) Courier-News by Non-Partisan League to Fargo Tribune Company, J. P. Johnson, Fargo, and Clarence W. Brown, St. Paul.

Fayetteville (N. C.) Observer by D. B. Lindsay to Alfred B. de Mesquita.

Ft. Smith (Ark.) Southwest American by W. J. Decker to J. S. Parks and George D. Crow of Ft. Smith Times-Record.

Ft. Worth (Tex.) Record by James H. Allen to William R. Hearst.

Fredonia (Kan.) Daily Herald to Clyde Kane.

Fresno (Cal.) Herald by Treffle LaSenay, William St. Sure and Frank Rhodes to William Glass.

Galveston (Tex.) Daily News by A. H. Belo Co., to W. L. Moody.

Greensboro (N. C.) Record interest by C. M. Waynick to Julian Price.

Hagerstown (Md.) Herald & Mail by estate Lewis T. Byron to Lewis T. Byron, Jr., Frank Ridenour, J. Vincent Jamison, Joseph W. Byron, 2d, William P. Lane, Jr., and Max von Schlegel.

Harrisonburg (Va.) Daily News-Record to H. F. Byrd, Shirley Carter, R. G. Williams and H. W. Betram.

Holtville (Cal.) Tribune by John B. Baker to N. H. Parks.

Houston (Tex.) Dispatch to R. L. Dudley, R. C. Rogers, E. W. Bateman and J. T. Scott, Jr.

Hutchinson (Kan.) Gazette by Emerson Carey to Sam Amidon and Ross E. Burns.

Jacksonville (Fla.) Journal interest by Richard Lloyd Jones to John H. Perry.

Lackawanna (N. Y.) Journal by Charles S. Ellis to J. C. Graul.

Lancaster (Pa.) Examiner and New Era by Paul Block, M. F. Hanson and A. D. Martin.

Lawrence (Mass.) Telegram interest to W. F. Bagley.

Leavenworth (Kan.) Post by Mrs. C. M. Hoag to Clyde H. Knox.

Leavenworth (Kan.) Post by Clyde H. Knox to Dan R. Anthony, Jr.

Long Beach (Cal.) Telegram interest by J. L. Penny to S. S. Conklin.

(*Continued on page 69*)

New England Newspaper Supply Co.

Worcester, Massachusetts, U. S. A.

Manufacturers of

Specialties for the Printing of Newspapers

(*Quality Goods Only*)

The AUTOMATIC BLANKET (Patented)

In general use throughout the World. The BLANKET that revolutionized the printing of Newspapers.

The OIL-PROOF-FACE RUBBER BLANKET (Patented)

The only rubber blanket manufactured that has a face ply not affected by oil.

CONVEROR WIRE

Closely spiraled, annealed aud tempered to give it strength and elasticity.

CUTTING CYLINDER RUBBERS

Tough and durable.

PRESS TAPES

In all widths, strong and inelastic.

PREPARED DRY POWDER MATRIX PASTE

Ready to use by the addition of cold or warm water.

WOOL MOULDING BLANKETS

CORK MOULDING BLANKETS

AUTOMATIC CORK MOULDING BLANKETS

MATRIX and TISSUE PAPERS and the RELIABLE 2 lb. BLUE DRYING BLANKET

Forty years of practical newspaper experience enables us to manufacture our Specialties with an exact knowledge of conditions under which they will be used, and to give to our supplies the qualities that will best meet these conditions.

NEW ENGLAND NEWSPAPER SUPPLY CO.

WORCESTER, MASSACHUSETTS, U. S. A.

Or

R. Hoe & Co., New York, N. Y.

Walter Scott & Co., Plainfield, N. J.

Goss Printing Press Co., Chicago, Ill.

Duplex Printing Press Co., Battle Creek, Mich.

THE PACIFIC NORTHWEST
CO-OPERATIVE NEWSPAPER MO
OF THE HEART O

1923—$300,000,000
Ships ½ of the Nation's Lumber
Has ½ Nation's Standing Timber

$650,000,000 FROM FARMS
1923 Beats 1922 by $45,000,000.
1923—½ of Nation's Wheat.
½ of Nation's Apples.

371 PRODUCING MINES
40% of Nation's Lead Large quantities of Silver, Copper, Gold and Zinc.

The Pacific Northwest

WASHINGTON - OREGON - IDAHO

Produced More Than a

Thousand Million Dollars in New Wealth in 1923

1923—Farms and orchards $650,000,000—beating 1922 by $45,000,000
1923—Lumber shipments $300,000,000—beating 1922 by $25,000,000
1923—1-6th of Nation's wool with price beating 1922
1923—Production 371 rich mines beat 1922 by 35%

IN 1923 Washington, Oregon and Idaho shipped 1-3rd of all the Nation's lumber, produced 1-3rd of its apples; 1-6th of the Nation's wool; 1-8th of its wheat; 1-8th of the potatoes, and over $100,000,000 worth of minerals. Total new wealth production over ONE THOUSAND MILLION DOLLARS—Smashing records!

On account of the record yields, the farmers of Washington, Oregon and Idaho received $45,000,000 more for their 1923 crops than for 1922 crops. However, this section does not depend upon agriculture alone for its prosperity.

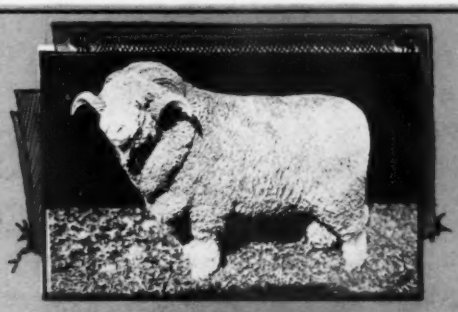
During 1923 Washington, Oregon and Idaho shipped over $300,000,000 worth of lumber, beating 1922 by at least $25,000,000, while the 1923 production of the 371 rich mines of the field beat 1922 by 35%, with metal prices better.

Even under normal conditions the per capita buying power of the Pacific Northwest is over a THIRD greater than the Nation's average—and the 1923 revenue from the orchards, farms, mines and forests beat 1922 by over $100,000,000—approximately **$200 extra spending money for each and every family.**

From 1900 to 1920 the population of Washington, Oregon and Idaho increased 135%—over 3 times the rate for the rest of the country.

Based upon figures supplied by Merchandising Departments of the Newspapers, population of each of the five major markets of The Pacific Northwest is as follows: **PORTLAND** and estimated trading territory, 625,000; **SEATTLE** and estimated trading territory, 650,000; **SPOKANE** and estimated trading territory, 553,000; **TACOMA** and estimated trading territory, 240,000; **BOISE** and estimated trading territory, 221,000.

With the 1923 production of over a billion dollars from natural resources alone, no "wonder" business in Washington, Oregon and Idaho is going at a faster clip than ever before. **1923 sales in all lines beat 1922** and with the $100,000,000 extra revenue received by our two and one-half million consumers, **1924 is bound to bring big business here for Go-Getters.**



CLIPS 1-6th NATION'S WOOL
1923 Prices Beat 1922

MASHING ALL RECORDS
THAT GIVES COMPLETE COVERAGE
LION DOLLAR MARKET

The Spokane Country

---Heart of the Billion Dollar Pacific Northwest

A Market Well Worth Winning Completely!

THE Spokane Country alone, heart of the Pacific Northwest, produced in 1923 over $400,000,000 in new wealth, including 1-5th of the Nation's apples; 1-9th of its wheat; $50,000,000 worth of lumber, and 40% of the Nation's lead.

Based upon figures gather from the most authoritative sources available, the Spokane Country consumers spent during 1923 over $16,000,000 for automobiles and accessories; over $45,000,000 for clothing; $120,000,000 for food stuffs; $13,000,000 for tobaccos, candy and soft drinks; $3,000,000 for jewelry; $17,000,000 for furniture; over $21,000,000 for hardware and farm implements; over $15,000,000 for building materials and paints; over $6,000,000 for picture shows and theatres; over $3,000,000 for soaps and $5,000,000 for family remedies, **and 1924 is bound to beat 1923.**

Of the 553,000 consumers in Spokane and trading territory, 353,000 reside in the 522 hustling cities, towns and villages within the 150-mile radius. 200,000 in the rural communities. All sections closely tied to Spokane by 10,000 miles of good motor roads, five continental and twelve branch railways and electrical lines.

Therefore, Spokane and its rich, surrounding territory make up one cohesive market of 553,000 consumers. Since most of the 85,000 circulation of THE SPOKESMAN-REVIEW and THE SPOKANE DAILY CHRONICLE goes into the best homes of Spokane and 522 hustling towns and villages of the field, thorough advertising coverage closely coinciding with distribution may be secured thru this combination.

That national advertisers and agencies are recognizing the importance of **thoroly covering** the prosperous Spokane Country Market is evidenced by the fact that they placed 400,000 lines more advertising with THE SPOKESMAN-REVIEW and SPOKANE DAILY CHRONICLE during 1923 than 1922.

Wire or write this Bureau for special market information and newspaper coverage facts—arrange to cover this market **completely** in your 1924 plans.

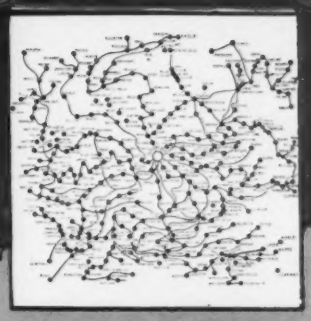
REVIEW-CHRONICLE NATIONAL ADVERTISING BUREAU

REPRESENTATIVES
WM. J. MORTON CO.
NEW YORK CHICAGO
M. C. MOGENSEN & CO. INC.
SAN FRANCISCO - LOS ANGELES
SEATTLE

THE SPOKESMAN-REVIEW
MORNING - SUNDAY - TWICE-A-WEEK
Spokane Daily Chronicle
EVENING - WEEKLY

DOMINANT
FARM MAGAZINES
THE WASHINGTON FARMER
THE IDAHO FARMER
THE OREGON FARMER

COVER SPOKANE AND SPOKANE COUNTRY LIKE THE SUNSHINE



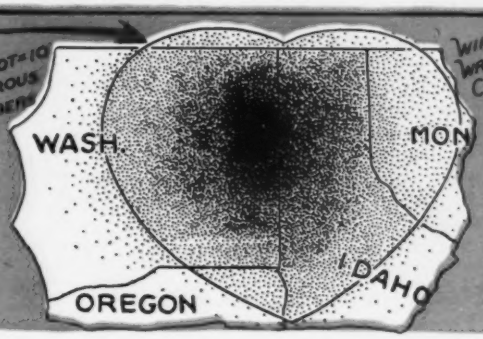
SPOKANE TRADING TERRITORY
522 Cities and Towns. 42,000 Farms.
Spokane—128 Passenger Trains and 58 Freight Trains Daily.

SPOKANE TRADING TERRITORY
10,000 Miles Improved Motor Road.
66,500 Motor Vehicles.

SPOKANE COUNTRY MARKET *and* NEWSPAPER COVERAGE **FACTS** *by* REVIEW-CHRONICLE NATIONAL ADVERTISING BUREAU SPOKANE

SPECIAL MARKET INFORMATION PROMPTLY — WIRE — WRITE!

EVERY DOT = 10 PROSPEROUS SUBSCRIBERS



WIRE OR WRITE FOR COPY

In the heart of Indianapolis is the home of The News —The Great Hoosier Daily.

Indianapolis *is different*

For simple and fundamental reasons Indianapolis is different from every other city in these United States. You cannot apply a conventional yardstick, or blanket statistics, or any other of the usual generalities to Indianapolis. It is *different*. And the newspaper situation is unique.

Indianapolis is the commercial, social, financial, political and educational capital of the commonwealth of Indiana. It is the geographical center of the state. Think of Indianapolis, then, not as a city of 345,000 population, but as the very heart of a great state.

Indianapolis is the capital of the Hoosiers, the capital of our inland empire of 3,000,000 industrious, prosperous, *American* citizens. To sell Indiana, you must first sell Indianapolis and the Indianapolis Radius. To do that you must use The Indianapolis News. It can't be done advantageously otherwise.

The data service of the A. B. C. will give you the circulation of The News. It is the largest daily circulation in Indiana, the largest circulation in Indianapolis, and has more *home delivered* circulation in Indianapolis than both other Indianapolis daily papers *combined*. It is the favored and favorite newspaper in the prosperous territory tributary to Indianapolis.

Independent lineage audits will give you the actual figures on News lineage. The News carries more total lineage than both other Indianapolis papers, daily and Sunday issues combined. It carries more retail lineage (at the highest rate in the city), more classified lineage and more national lineage in six issues a week than is carried by any other Indianapolis newspaper, Sunday included. In total volume it is among the first three or four six day evening newspapers in the United States. This enormous lead in lineage proves conclusively News supremacy in results for the advertiser.

Editorially, The News is one of the *truly* great American newspapers. Sane, conservative, independent, fearless, progressive, somewhat idealistic, The News has been for fifty-four years a vital force in the city and state.

Because of its intense reader loyalty and interest, its intensive coverage, and its true greatness as a newspaper and an advertising medium, The News has always been the *must* paper in Indianapolis. Other papers if your appropriation is very large, but The News *first* and *must!* You cannot sell in Indianapolis with maximum success without The News.

FRANK T. CARROLL
Advertising Manager

J. E. LUTZ
Chicago Office
Tower Building

DAN A. CARROLL
New York Office
110 E. 42nd St.

The Indianapolis News

The Great Hoosier Daily

USE NEWSPAPERS ON A THREE-YEAR BASI

NEWSPAPER SALES—U. S.

(Continued from page 64)

Long Beach (Cal.) Daily News by F. W. Kellogg to Miss Belle McCord Roberts and S. S. Conklin.

McAlester (Okla.) News capital interest by L. R. Myers to Fred G. Cowles.

Marietta (O.) Register-Leader to B. B. Putnam.

Marietta (O.) Register-Leader by assignee's sale to H. G. Chamberlain.

Marietta (O.) Register-Leader by Pioneer Printing Company to Marietta Register Company.

Marion (O.) Star by Warren G. Harding to Louis H. Brush and Roy D. Moore.

Marion (O.) Tribune by Brooks Fletcher to W. J. and L. S. Galvin, L. H. Brush and R. D. Moore.

Martinsburg (W. Va.) Journal by Max von Schlegell to H. C. Ogden.

Marysville (Cal.) Appeal to James Cremin.

Miami (Fla.) Metropolis by S. Bobo Dean to James M. Cox.

Minneapolis News by L. V. Ashbaugh to John H. Perry and Richard Lloyd Jones.

Monmouth (Ill.) Atlas by Bert E. Pinkerton to A. Wallace Barnes.

Monrovia (Cal.) Daily News to C. C. Howard.

Monrovia (Cal.) Daily News by C. C. Howard to George A. Barry.

Morgantown (W. Va.) Post to West Virginia Newspaper Publishing Company, headed by H. C. Greer.

Montgomery (Ala.) Advertiser three-fourths interest by Charles H. Allen and heirs of Maj. W. W. Screws to Victor H. Hanson.

Montgomery (Ala.) Journal by Col. Horace Hood to Frederick I. Thompson, B. B. Comer and Donald Comer.

Newkirk (Okla.) Eagle by James Horbig to Tom Fantamas of Tonakawa, Okla.

New Rochelle (N. Y.) Standard by T. W. Greenslitt to Westchester Newspapers, Inc.

New Rochelle (N. Y.) Star by T. Harold Forbes to Westchester Newspapers, Inc.

New York Call to group of labor unions.

New York Evening Post by stockholders to Cyrus H. K. Curtis.

New York Globe by Commercial Advertiser Association to Frank A. Munsey.

Ogdensburg (N. Y.) Republican-Journal by F. P. and S. D. Palmer to A. E. Sansoucy.

Pekin (Ill.) Daily Times by Herget interests to stock company, C. W. Frederich, president.

Pensacola (Fla.) Journal interest by Richard Lloyd Jones to John H. Perry.

Pittsburgh Dispatch and Pittsburgh Leader to Press, Post and Sun, Gazette-Times and Chronicle-Telegraph.

Pittsburgh Press by Col. O. S. Hershman to Scripps-Howard Newspapers.

Perry (Ia.) Chief interest by Scott Snyder to R. M. Harvey.

Pittston (Pa.) Press to company headed by Frank Kennedy.

Placerville (Cal.) Republican to S. E. Beach

Porterville (Cal.) Daily Recorder by Mrs. Olive A. Bell to Will H. Hornibrook.

Pratt (Kan.) Republican by George Pease to A. A. Cochran.

Ranger (Tex.) Times by R. B. Waggoman to Walter Murray.

Reading (Pa.) Times interest by Richard Lloyd Jones to John H. Perry.

Richmond Dispatch and Times-Dispatch to S. L. Slover.

Rock Hill (S. C.) Herald by J. T. Fain to A. W. Huckle.

Rogers (Ark.) Daily Post by E. L. Kokaneur to C. E. Palmer.

Sacramento (Cal.) Union half-interest by James D. Meredith to B. F. Bradley.

Saline (Kan.) Union by John L. Brady to Earl Woodward.

Salina (Kan.) Daily Union interest to L. F. Brewer.

Scottsbluff (Neb.) Daily News by George Grimes to syndicate.

Sacramento Bee and Fresno Bee by V. S. McClatchy to C. K. McClatchy Company.

Scranton (Pa.) Sunday Telegram to C. H. Derby.

Sheridan (Wyo.) Post-Enterprise to Charles W. Barton, editor Casper Tribune.

South Norwalk (Conn.) Sentinel and Stamford (Conn.) Sentinel by E. L. and A. L. Golden to Leigh Danenberg.

Springfield Illinois State Journal interest by Lewis H. Miner to S. Leigh Call and Will H. MacConnell.

Springfield (Mass.) Union by J. D. Plummer and A. P. Langtry to George von L. Meyer, Jr.

Staten Island (N. Y.) Advance interest by B. M. Preble to S. I. Newhouse.

St. Joseph (Mo.) Gazette by C. D. Morris to George A. McClellan.

St. Petersburg (Fla.) Times interest by C. C. Carr to Paul Poynter.

Stuttgart (Ark.) Arkansawyer interest by C. L. Fagan to J. M. Drummond.

Suffolk (Va.) News by J. T. Fain to W. C. Johnston and A. L. Wilkinson.

Trenton (Mo.) Evening Times by T. J. White & Sons to Ira B. Hyde, Jr., and H. S. Beardsley.

Tulsa (Okla.) Tribune interest by John H. Perry to Richard Lloyd Jones.

Vancouver (Wash.) Columbian interest to E. N. Blythe.

Virginia (Minn.) Daily Virginian to R. D. and F. H. Strong.

Waltham (Mass.) Evening News by Charles W. Pierce to Albert P. Langtry.

Waltham (Mass.) Free Press-Tribune by Alexander Starbuck and R. B. Somers to John McCarthy and A. P. Langtry.

Warren (Ohio) Chronicle interest by Col. P. S. Van Gordon to William A. Reitzel.

Webster City (Ia.) Freeman-Journal interest of late C. H. Haeger to J. N. Stonebraker.

San Luis Obispo (Cal.) Obispan to John A. Rollins.

The Dallas (Ore.) Chronicle interest by William P. Merry to Ben R. Litfin.

Wichita Falls (Tex.) Record-News interest to Burns Hegler.

Wilkes-Barre Sunday Telegram by Herman Sutter to R. G. Govin.

CANADIAN DAILY PAPERS SOLD IN 1923

Belleville (Ont.) Intelligencer—to S. B. Dawson.

Hamilton (Ont.) Herald—to W. F. Herman.

St. John (N. B.) Times and St. John Telegraph—by George McAvity and John E. Moore to New Brunswick Publishing Company, owner St. John Journal, Journal and Telegraph merging.

Stratford (Ont.) Beacon—by W. M. O'Beirne to W. J. Taylor.

Vancouver (B. C.) Province—to William Southam & Sons, Ltd., by Hon. W. C. Nichol.

NEWSPAPER ANNIVERSARIES —CANADA

Calgary (Alta.) Herald, 40th year, Oct. 13.
Kingston (Ont.) Daily Standard, 113th year, Sept. 25.
Quebec Chronicle, 75th year, Oct. 29.

ADVERTISING AGENCIES IN FRANCE

We indicate hereafter the best known advertising agencies in France, some of which are far beyond initial experiments in handling advertising for firms in other countries. More and more it is being realized that advertising will eventually cross every frontier, and home markets for produce, by the aid of advertising in other countries, will grow into world markets. British firms saw this long ago, and some of England's household goods before the war were known in almost all the countries of Europe. American products, too, were beginning to come in larger quantities to Europe until the exchange difficulties upset things. However, in spite of this, there are today more American advertisements in the French press than before the war. The French reader is hard to convince, and in every case it is the woman in the home who decides. Buyers take a great deal of convincing and take few chances, but once their custom is obtained they remain faithful. Generally speaking, the French are spending more freely than before the war.

Agence Havas, 62, rue de Richelieu, Paris.

Société Européenne de Publicité, 10 due de la Victoire, Paris.

Agence Paz, 35 Rue St. Georges, Paris.

Agence Dupin, 17 Boulevard des Batignolles, Paris.

Société Nouvelle de Publicité, 11 Boulevard des Italiens, Paris.

Agence Parisienne de Publicité, 78 rue de Richelieu, Paris.

Société de Publicité Religieuse, 16 rue Drouot, Paris.

Cropsal et Lesueur, 15 rue Clapeyron, Paris.

Compagnie de Publicité Internationale, 31-bis, Faubourg Montmartre, Paris.

Géo Lange, 5 rue Boudreau, Paris.

Agence Thibaud, 14 rue Auber, Paris.

De Plas & Alexandre, 7 rue Clauzel, Paris.

L'Avenir Publicité, 25 Boulevard des Italiens, Paris.

Jep, Hemet, Carré & Cie., 6 rue Grange Batelière, Paris.

Etienne & Louis Damour, 44 Avenue de la Grande Armée, Paris.

L'Office d'Annonces, 29 Boulevard des Italiens.

ANGLO-AMERICAN PRESS ASSOCIATION OF PARIS

Address: 224 rue de Rivoli, Paris. Officers for 1924: President, Paul Scott Mowrer, Chicago Daily News; first vice-president, M. H. Donohoe, Daily Chronicle, London; second vice-president, Wilbur S. Forrest, New York Tribune; treasurer, J. D'Arcy Morell, Daily Telegraph, London; secretary, Sisley Huddleston, Times, London. Committees:

American — Samuel Dashiell, Philadelphia Public Ledger; Laurence Hills, New York Herald; A. M. Murray, New York World; Robert Neville, New York Times.

English—W. J. Deeth, Central News Agency; André Glarner, Exchange Telegraph Agency; Percy Philip, Birmingham Daily Post; J. Pollock, Daily Express, London.

Philadelphia's Fastest Growing Newspaper

The Philadelphia Record

Gained 40,000 Net Paid Daily Circulation—Present Circulation is

150,000

And Still Growing

"The Philadelphia Record's" Merchandising Bureau is constantly on the job and helps many advertising agencies and advertisers to sell successfully to the great Philadelphia market the third greatest in the United States.

Representatives

STORY, BROOKS & FINLEY

New York Chicago San Francisco St. Louis

THE PHILADELPHIA RECORD

CIRCULATIONS AND ADVERTISING RATES OF 2,036 U. S. ENGLISH LANGUAGE DAILIES

Sunday Papers and Canadian Dailies Also Included in EDITOR & PUBLISHER'S Tenth Semi-Annual Listing—Six Months Ending October 1, 1923, Showed Great Increases

NEWSPAPER circulations touched new high levels during the six months just closed. That is the most interesting development in the eleventh semi-annual tabulation of newspaper circulations and rates presented in this issue of EDITOR & PUBLISHER. The rate of growth, about 6 per cent for daily papers and approximately 9 per cent for Sunday papers continues the upward trend which has been steady and uninterrupted since the close of the war.

Rates, as indicated by those shown in this table, the minimum rate per agate line applying on foreign advertising contracts, have also risen during the year, morning rates rising a trifle faster than the circulations, evening rates keeping pace, and Sunday rates showing a relative decline from their levels as shown in the 1923 INTERNATIONAL YEAR BOOK NUMBER

The circulations are taken from Publishers' Statements to the Audit Bureau of Circulations, where available, or to the Post Office, as of October 1, 1923. Rates shown are those which have been notified to EDITOR & PUBLISHER as in effect on January 1, 1924, on foreign advertising contracts. Minimum rates applying to local advertising are also shown for many newspapers, but because the roster of these is not complete, no tabulation of local rates has been made at this time. Comparison of those available shows that they have risen since January, 1922, at the same ratio as the foreign advertising tariffs.

Number of newspapers remains practically static. The past year has been marked by many consolidations, especially in the large cities, but there have also been a number of new enterprises. Some of these were short lived, but enough survived their infancy to retain the number of morning newspapers listed at 426, the same as a year ago; evening newspapers at 1,610, a gain of 3 over last year; and Sunday newspapers at 547, a gain of one over last year.

The mergers that have taken place during the past twelve months, notably in New York City and in Pittsburgh, Pa., are not reflected in lost circulation. The newspapers which resulted from the consolidations and their contemporaries have absorbed the clientele of those which passed away and the totals are larger for these localities than was the case a year ago.

Morning newspapers as of October 1, 1923, show a total circulation of 11,475,051 average daily net paid copies. A year previously their total was 10,806,055 average daily net paid. The gain of 668,996 copies per day represents about six per cent.

Evening newspapers circulated as of October 1, 1923 a net paid total of 19,978,632 copies daily. A year ago they had 18,874,273 copies, the gain of 1,104,359 copies marking also about six per cent.

Sunday circulations as of October 1, 1923, totalled 21,463,289 copies per issue (net paid), against 19,712,874 on October 1, 1922. The gain is 1,750,415 copies per issue, or approximately 9 per cent.

Daily newspapers, morning and evening combined—had a daily total net paid circulation of 31,453,698 copies, against 29,780,328 a year ago. The increase of 1,633,370 copies per day is almost 6 per cent.

Advertising rates, considered by themselves, show increases that appear large at first glance.

Morning newspapers listed sold an agate line of advertising in every newspaper for $30,651, or a ten-thousand line contract, usually sufficient to earn the minimum rate, for $306,510. A year ago the combined rate per agate line was $27.54, or a ten-thousand-line contract for $275,400. The increase is about 11 per cent.

Evening newspaper rates, combined for the 1,610 papers listed, totalled $66.667, against $63.105 a year ago. This increase would make a difference of 5 per cent in the cost of placing an evening newspaper campaign. On a 10,000-line campaign, the increase in the cost would be $35,620.

On a campaign covering all daily newspapers, morning and evening, the advertiser would buy 31,453,698 circulation, reaching at least once every English-reading family in the United States at a cost of $97.318 per agate line, or $973,180 for a 10,000-line schedule. With this plan and for this sum, an advertiser could place ten half-page advertisements in every morning and evening newspaper in the land, or 20 quarter-page announcements, at a cost of 4 cents to reach each family in the Union. This calculation is based on the assumption that there are now about 25,000,000 families in the country, a gain of a million since the 1920 Census was taken.

Or if the advertiser prefers the Sunday issue, with its chance for color and the theoretically greater leisure of the reader on the Sabbath, he can buy 21,463,289 circulation at a total combined rate of $48.672, or $486,720 for his 10,000-line schedule. The Sunday rate has risen only 6 per cent, while the circulation's advance is 9 per cent.

This is reflected in the calculation of the rate per line per million circulation. Sunday newspapers now circulate one line of advertising one million times for $2.27, against $2.33 a year ago. There is a drop of 6 cents per line, or slightly more than 2 per cent.

The evening newspaper milline rate is now $3.33, against $3.34 a year ago. As the Weather Bureau says of rain in the desert, the difference is too small to measure.

Morning newspapers now have a milline rate of $2.69, against $2.52 a year ago, the gain being about 6.9 per cent.

This rise in morning newspaper rates, which has been largely made effective in the past three months, since the October circulation statements appeared, will no doubt be rectified when the April 1 average becomes available. Most of the higher rates took effect on or about January 1, although some of those counted in this tabulation are not scheduled to become operative until on or after April, 1924.

In all probability the rise marks an effort of the morning newspaper publishers, especially in the smaller cities, to put their rates more nearly on a par with those of the evening papers, which have for years kept to the higher levels of these tabulations. Even the adjustments of the past year and those scheduled for 1923 will leave the morning rates low.

Evening papers are no more than keeping their rates aligned with their great circulation growth, which, like the morning circulation, is rising at a far higher rate than that calculated for the nation's population by the Census Bureau.

Sunday papers are going so fast that rate adjustments cannot keep pace. That speed will probably be exceeded also during the present year, when at least two new color processes are expected to come into practical use in Sunday newspaper sections. Experiments which have continued over several years have achieved results which are now well known to many newspaper men and advertisers and which are regarded as one of the longest steps ever taken to make the newspaper THE medium which combines beauty and sales-effectiveness in one piece of advertising copy.

As to the increase in rates, which the compiling staff of EDITOR & PUBLISHER notes as general throughout the country, they no more than mirror the year's rise in cost of operations.

Print paper prices remain stable.

Other costs have risen.

Tabulation of wages paid by newspapers in the chief cities of the United States, which appear on another page of this issue, shows that in most cities the present scales for the chief mechanical crafts are at a peak. In several instances, the increases range from 10 to 20 per cent above the war-time wages and in not a few case are wages lower than during the war and post-war periods. The normal rise in scales during the past year has been about 6 per cent.

And, by no means negligible is the continued effort being made by publishers to strengthen their hold on their reading public. Every week sees a new feature service arising to meet the demand for more and more vital reading matter. New comics, educational features, interpretative political reports, daily analysis of the money and security markets of the world are appearing in newspapers which only a few years ago would have left such matter in the columns of their metropolitan competitors.

Appearance of new owners in a number of cities has also served to liven competition. Newspapers which a few months ago were headed toward dry-rot have been revived by the introduction of new capital and new ideas and their competitors have been compelled to meet the onset. The cost has been considerable in many cities, but the benefits have been immediate, both for the reader and the advertiser.

The latter has also been a considerable factor in making the present cost of newspapers rise. Tremendous volume of business went to the newspapers in 1923 more even than during the business inflation of 1920. The columns of EDITOR & PUBLISHER throughout the year have chronicled hundreds of purchases of new composing machines, new stereotyping equipment, new presses, and several scores new buildings erected or to be erected during the next few months.

All of these changes mean better newspapers and better newspaper advertising. The poverty-stricken journal of ten years ago, which couldn't or wouldn't afford to pay good workmen to give readers and advertisers a well-edited paper of pleasing appearance exists only in a few small cities today. The greater incomes now coming to newspapers permit better things, and the newspapers are doing them.

National advertising, which now constitutes about 25 per cent of the total volume appearing in newspapers, will probably assume larger proportions. Newspaper advertising managers are now developing into users of their space manufacturers in their cities whose announcements were formerly limited to trade and "national" publications. Many newspapers are supporting the efforts of the Bureau of Advertising of the American Newspaper Publishers' Association for the conversion to newspaper space of advertisers whose products lend themselves to such publicity. This work is now in its second decade and its importance is recognized to a far greater extent by the national advertisers than by the many American newspaper publishers. So far the majority of the country's daily press has been willing to accept the fruit of the Bureau of Advertising's labor without sharing the burden of sowing and cultivating the seed. It seems a safe assumption that a growing number of newspapers will take a part as individuals and co-operatively in making their medium appeal to a widening field of national advertisers.

1924 may not set a new record for newspaper advertising volume, although it will set before the publishers of the United States and Canada great opportunities for constructive planning for years to come. Indications of the past year are that the newspaper owners and executives are alert. They will make the most of the chance.

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Morning Papers

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate Per Million Circulation	Difference in Rate	Circulation	Per Million as of Dec. 31, 1923
12/31/23	426	11,475,051	$30.651	$2.69	.....		.....
6/15/23	434	11,005,400	29.916	2.70	Decrease	$0.01	0.40%
12/31/22	426	10,809,619	27.529	2.52	Increase	0.17	7.04%
5/15/22	421	10,299,245	26.271	2.55	Increase	0.14	5.50%
11/15/21	427	10,144,260	25.952	2.59	Increase	0.10	4.00%

Evening Papers

12/31/23	1,610	19,978,632	66.667	3.33	.....		.....
6/15/23	1,598	19,442,812	64.517	3.32	Increase	0.01	0.30%
12/31/22	1,607	18,898,322	63.116	3.34	Decrease	0.01	0.30%
5/15/22	1,596	18,899,420	61.055	3.23	Increase	0.10	3.00%
11/15/21	1,601	18,279,480	60.009	3.29	Increase	0.04	1.20%

Sunday Papers

12/31/23	547	21,463,289	48.672	2.27	.....		.....
6/15/23	548	20,937,426	47.115	2.25	Increase	0.02	0.90%
12/31/22	546	19,676,725	45.829	2.33	Decrease	0.06	2.70%
5/15/22	543	19,716,110	44.412	2.25	Increase	0.02	0.90%
11/15/21	545	19,041,413	44.253	2.32	Decrease	0.05	2.25%

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF ANY OR ALL STATES

Circulations and Rates of 426 Morning, 1,610 Evening and 547 U. S. Sunday Newspapers Given in Detail on Following Pages, Are Summarized by States and Nationally for Use of Buyers and Sellers of Newspaper Space

State	Population 1920 Census	Number of English Language Dailies			Total Net Paid Circulations			Joint Minimum Advertising Rates			Number Sunday Papers	Total Sunday Circulations	Joint Sunday Advertising Rates
		Morn.	Eve.	Total	Morning	Evening	Total	Morning	Evening	Total			
Alabama	2,348,174	3	20	23	71,579	174,555	246,134	$ .21	$ .743	$ .953	9	201,650	$ .561
Arizona	334,162	7	9	16	25,964	22,537	48,501	.241	.261	.502	8	37,177	.289
Arkansas	1,752,204	6	28	34	62,901	53,447	116,348	.195	.527	.722	8	118,638	.371
California	3,426,861	43	103	146	846,737	1,013,188	1,859,925	2.596	4.155	6.751	44	1,250,072	3.356
Colorado	939,629	7	25	32	56,665	238,115	294,780	.243	.873	1.116	9	306,905	.676
Connecticut	1,380,631	7	28	35	101,168	293,029	394,197	.345	.991	1.336	7	168,006	.525
Delaware	223,003	1	2	3	8,842	32,962	41,804	.04	.11	.15	1	14,895	.060
District of Columbia	437,571	2	3	5	107,198	194,926	302,124	.33	.56	.89	3	289,868	.68
Florida	968,470	12	20	32	95,836	77,490	173,326	.569	.571	1.140	15	126,485	.729
Georgia	2,895,832	7	19	26	131,514	211,663	343,177	.390	.735	1.125	16	431,668	.950
Idaho	431,866	5	8	13	26,608	23,907	50,515	.162	.209	.371	6	38,992	.202
Illinois	6,485,280	15	107	122	1,025,067	1,483,673	2,508,739	2.018	4.319	6.337	19	2,052,164	3.124
Indiana	2,930,390	21	104	125	302,186	631,209	933,395	.924	2.639	3.563	17	357,097	1.005
Iowa	2,404,021	5	44	49	137,535	517,934	655,469	.330	1.915	2.245	11	313,810	.915
Kansas	1,769,257	9	52	61	125,003	233,484	358,487	.404	1.220	1.624	13	216,605	.629
Kentucky	2,416,630	9	21	30	135,953	187,647	323,600	.414	.774	1.188	10	201,395	.490
Louisiana	1,798,509	3	11	14	109,779	147,019	256,798	.312	.501	.813	4	319,374	.620
Maine	768,014	5	6	11	86,733	67,077	153,810	.250	.207	.457	2	28,734	.120
Maryland	1,449,661	5	9	14	200,832	299,490	500,322	.420	.761	1.181	2	262,104	.650
Massachusetts	3,852,356	11	62	73	839,836	1,277,198	2,117,034	1.775	3,864	5.639	12	1,469,115	2.820
Michigan	3,668,412	6	52	58	224,690	908,406	1,133,096	.490	2.487	2.977	14	814,524	1.785
Minnesota	2,387,125	5	32	37	163,616	520,985	684,601	.367	1.524	1.891	8	533,476	1.059
Mississippi	1,790,618	3	11	14	12,805	44,494	57,299	.070	.289	.359	5	28,153	.140
Missouri	3,404,055	9	61	70	647,155	944,830	1,591,985	1.088	2.470	3.558	14	1,239,938	1.918
Montana	548,889	10	7	17	64,934	30,112	95,046	.360	.208	.568	11	90,861	.485
Nebraska	1,296,372	7	19	26	126,454	264,298	390,752	.309	.858	1.167	9	313,865	.769
Nevada	77,407	3	5	8	6,732	8,019	14,751	.062	.124	.186	3	6,732	.062
New Hampshire	443,083	1	9	10	15,489	43,476	58,965	.070	.246	.316	..	.....	....
New Jersey	3,155,900	7	29	36	106,778	528,462	635,240	.309	1.520	1.829	9	146,456	.531
New Mexico	360,350	1	6	7	6,588	16,873	23,461	.030	.137	.167	1	6,862	.03
New York	10,385,227	35	100	135	2,484,489	2,875,550	5,360,039	6.329	8.536	14.865	32	4,302,821	7.270
North Carolina	2,559,123	11	30	41	122,210	115,445	237,655	.491	.753	1.244	17	173,249	.706
North Dakota	646,872	2	8	10	20,742	35,194	55,936	.085	.233	.318	2	22,512	.120
Ohio	5,759,394	17	117	134	480,681	1,838,591	2,319,272	1.224	4.943	6.167	29	1,005,124	2.358
Oklahoma	2,028,283	12	36	48	152,178	204,665	356,843	.537	1.112	1.649	26	248,185	1.024
Oregon	783,389	6	21	27	105,930	222,010	327,940	.302	.809	1.111	9	255,050	.597
Pennsylvania	8,720,017	38	135	173	1,171,098	1,909,703	3,080,801	2.930	5.253	8.183	20	1,740,813	3.508
Rhode Island	604,397	2	8	10	38,658	162,642	201,300	.097	.502	.599	3	73,065	.255
South Carolina	1,683,724	6	11	17	59,052	61,102	120,154	.253	.329	.582	8	83,046	.330
South Dakota	636,547	4	12	16	26,991	54,866	81,857	.133	.351	.484	4	28,333	.150
Tennessee	2,337,885	6	13	19	201,359	245,296	446,655	.427	.691	1.118	11	348,744	.882
Texas	4,663,228	19	81	100	261,111	542,141	803,252	1.001	2.518	3.519	46	716,319	2.430
Utah	449,396	1	5	6	41,092	62,540	103,632	.090	.263	.353	4	106,125	.505
Vermont	352,428	2	8	10	22,637	33,129	55,766	.090	.145	.235	..	.....	....
Virginia	2,309,187	9	20	29	112,620	164,175	276,795	.335	.702	1.037	10	160,583	.575
Washington	1,356,621	9	24	33	150,237	343,792	494,029	.521	1.191	1.712	12	347,928	.965
West Virginia	1,463,701	9	19	28	94,642	93,302	187,944	.343	.480	.823	12	129,517	.476
Wisconsin	2,632,067	2	45	47	50,208	501,415	551,623	.090	1.871	1.961	8	309,476	.780
Wyoming	194,402	1	5	6	5,939	22,570	28,509	.050	.187	.237	4	26,778	.190
Total U. S. English language Daily newspapers	105,710,620	426	1,610	2,036	11,475,051	19,978,632	31,453,683	$30,651	$66,667	$97.318	547	21,463,289	$48.672
Territory of Hawaii		1	2	3	10,668	15,358	26,026	.06	.095	.155	1	17,379	.065
For comparative purposes													
Newspapers as of April 1, 1923		434	1,598	2,032	11,005,400	19,422,812	30,428,212	29.916	64.517	94.433	548	20,937,426	47.115
Newspapers as of Oct. 1, 1922		426	1,607	2,033	10,806,055	18,874,273	29,780,328	$27.540	$63.105	$90.645	546	19,712,874	$45.829
Newspapers as of April 1, 1922		421	1,596	2,017	10,299,245	18,899,420	29,198,665	$26.271	$61.055	$87.326	543	19,716,110	$44.412
Newspapers as of Oct. 1, 1921		427	1,601	2,028	10,144,260	18,279,480	28,423,740	$25.952	$60.099	$86.051	545	19,041,413	$44.253
Province													
Alberta		2	4	6	15,714	50,899	66,613	.10	.195	.295	....	.....	....
British Columbia		4	7	11	36,742	88,527	125,269	.158	.332	.490	2	50,077	.155
Manitoba		1	4	5	22,805	85,505	108,310	.075	.216	.291	....	.....	....
New Brunswick		2	5	7	19,527	27,615	47,142	.07	.152	.222	....	.....	....
Nova Scotia		3	10	13	28,742	29,706	58,448	.123	.197	.320	1	6,244	.05
Ontario		6	34	40	248,014	496,130	744,144	.55	1.303	1.853	2	220,628	.37
Prince Edward Island		1	1	2	6,543	.....	6,543	.03	.015	.045	....	.....	....
Quebec		4	11	15	54,435	402,830	457,265	.205	.865	1.070	....	.....	....
Dominion of Newfoundland		1	1	2	.....	.....	.....	....	.021	.021	....	.....	....
Saskatchewan		2	4	6	22,545	36,999	59,544	.085	.155	.240	....	.....	....
Total for Canadian Dailies		25	80	105	455,067	1,218,211	1,673,278	1.396	3.430	4.826	5	276,949	.575

For Explanation and Interpretation of This Chart See Preceding Page. **All Rights Reserved by EDITOR & PUBLISHER.**

WHEN MORE GOODS HAVE TO BE SOLD, NEWSPAPERS WILL MOVE THEM

Tremendous Power of Daily Press for Creation of Sales Proves Its Superiority As Advertising Medium Over Any and All "National" Publications—Circulations and Rates of 2,036 Daily Newspapers, 547 Sunday Newspapers and 47 Magazines Analyzed

THEY had to SELL goods in 1923. They will in 1924, more than ever. United States manufacturers built during the war and during the post-war period of prosperity factories and organizations designed to sell the world American goods. Every industry, with few exceptions, is equipped to handle for more than what would have been considered its normal domestic output in 1919. Expensive machines and expensively trained and paid operators must be kept going, or profits fade and the fine line that separates prosperity from disaster spreads until it wipes out the narrow prosperous margin.

That is the reason underlying the great sales campaigns effected in 1923 and planned for 1924. Europe cannot buy our goods in the quantities expected, nor in anything like them. But the United States is buying them. For example, the normal wear and tear on shoes is estimated at 300,000,000 pairs a year. The shoe manufacturers have plants and forces sufficient to produce 800,000,000 pairs. And Mr. American and Mrs. American and all the little Americans are buying more shoes and are better shod than they ever have been. Automobile manufacturers put out 4,000,000 automobiles last year and they plan increased production this year—the public being willing. The motor firms are not keeping the warehouses full in anticipation of the demand. They are shipping the cars out as fast as they can make them and putting it up to the dealers to get them rolling under partial payment plans with a new driver at the wheel.

Get to the consumer as cheaply as possible and without delay with the best sales message that can be put together—that is the basic philosophy of business now. "Don't buy us prestige.—it's sales that we want" is the directors' mandate and the advertising manager have heard and heeded. The answer is in the 10,000,000,000 agate lines of advertising that the daily and Sunday newspapers of the United States published last year. Probably 300,000,000 agate lines of that was national advertising. At any rate, national advertisers spent $200,000,000 approximately in the daily and Sunday newspapers this year, not counting what must have been a considerable amount invested for them by local retailers on their own account.

Under those circumstances, argument toward the space-buyer seems a work of supererogation. The advertising manager with a sales force clamoring for copy that will open the sales gates before and behind the retailer and the jobber has little choice in his selection of media. It's the newspapers, or nothing.

With reason, too, as the tables which follow prove.

Morning and evening newspaper circulation in the United States now totals 31,453,683 copies per day, net paid. Sunday circulation of newspapers is shown to be 21,463,289 average net paid per issue.

Every family in the United States, whose members speak and read English, reads at least one newspaper every day in the year.

The totals of the daily newspapers, a homogeneous unit, are not even approximated by the totals of 47 magazines, the best in their respective fields. Twenty-one general magazines, all monthly, have a total combined circulation of 7,164,272 copies per issue.

Eleven women's magazines, all monthly, with one exception, which appears twice a month, circulate 12,728,903 copies per issue. Eight weekly magazines, all of so-called "national" appeal, circulate 6,030,528 copies per issue.

Seven first-class journals have a total circulation of 1,013,842 copies per issue.

The total of all these magazine and trade paper circulations is 26,948,335 copies, average net paid per issue. With the exception of the Literary Digest, all are members of the Audit Bureau of Circulations and the figures are taken from the latest available publishers' statements to the A.B.C. The Literary Digest figures are the latest available. They were issued in 1922 and a request for amended figures at the Literary Digest office brought the response that the figures gave an accurate picture of its presence circulation and that new statistics would not be issued for several months.

The newspaper totals are taken from the regular semi-annual compilation appearing on another page of this number, based on publishers' statements to the Post Office and to the Audit Bureau of Circulations.

As was the case last year, the accompanying tabulation was prepared by EDITOR & PUBLISHER with the co-operation and assistance of the Bureau of Advertising of the American Newspaper Publishers Association. Mr. William A. Thomson, director of the Bureau; Mr. Thomas H. Moore, associate director, and their staff at the New York office have been of invaluable assistance, which it is a pleasure to acknowledge. Actual tabulation was done by a trained accountant whose only interest was in accurate recording and addition of the figures, with no concern for the arguments that might be drawn from them.

Newspaper circulations, morning, evening, and morning and evening combined, show a gain over October 1, 1922 totals approximating 6 per cent.

Sunday newspaper circulations have gained about 9 per cent over the total presented in these comparative tables last year.

Magazine circulations have increased as follows:

Twenty-one general magazines—from 6,797,204 to 7,164,272 copies per issue—5 per cent.

Eleven women's magazines—from 11,325,712 to 12,728,993 copies per issue—12 per cent.

Eight weekly magazines—from 5,892,397 to 6,030,528 copies per issue—2 per cent.

Seven class publications—decreased from 1,018,805 to 1,013,842 copies per issue—about 5/10ths of one per cent.

Thus, it will be seen that only one class of magazine has exceeded the newspapers' rate of growth. That is the women's group, the competition in which by subscription campaigns and price-wars led the Association of National Advertisers in December to suggest an investigation to see whether or not the advertiser was buying the same circulation several times when he used space in magazines of this class. Such a situation is not to be overlooked in estimating the worth of the 12 per cent increase in the year.

The total circulation for the 47 periodicals listed shows a gain over the previous year of 7 per cent.

Combining the morning, evening and Sunday circulations of the newspapers to secure a total which can be compared on the same basis as that of the whole magazine group we find a 1923 total of 52,916,972 copies against a 1922 aggregate of 49,393,204 copies. This gain is also 7 per cent, which might be taken as an index of the increase in reading capacity of the American people during the year.

Daily newspaper rates, morning and evening combined, total as of January 1, 1924, $97.318 per agate line. For ease in reckoning call it $97.32, against $90.65 a year ago. The increase is 7 per cent.

Sunday newspaper rates as of January 1, 1924, show a combined total of $48.67 per agate line, against $45.83 a year ago. This increase is 6 per cent.

Daily and Sunday newspaper rates combined for purpose of comparison with the magazine total show $145.99 per agate line, against $136.48 a year ago. The increase is slightly less than 7 per cent.

Rates of the 21 general magazines as of January 1, 1924, totalled $56.05 per agate line, against $54.55 a year ago. The increase of $1.50 per line represents slightly more than 2 per cent.

Rates of the 11 women's magazines as of January 1, 1924 totalled $80 per agate line, against $69.75 a year, the increase of $10.25 per agate line representing a total rise of 14 per cent.

Rates of the 8 weeklies as of January 1, 1924 totalled $34.70 per agate line against $34.00 a year ago, the increase of 70 cents representing 2 per cent.

Rates of the 7 class journals increased from $9.85 per agate line to $10.10, the raise of 25 cents representing 2.5 per cent.

Rates of the 47 magazines combined have increased from $168.15 per agate line to $180.85, the total joint increase of $12.70 representing 7 per cent.

It will therefore be apparent that the relative bargain values of the newspapers and magazines are unchanged from those of a year ago. Prices of white space have risen about 7 per cent in both media, taking the fat with the lean, and so has the value of the white space, as represented in increased number of readers.

Rate per line per million circulation of daily newspapers as of January 1, 1924—morning and evening combined—is $3.09.

Rate per line per million circulation of Sunday newspapers as of January 1, 1924 is $2.27.

Rate per line per million circulation of morning, evening and Sunday newspapers as of January 1, 1924, is $2.76.

Rate per line per million circulation of 21 general monthly magazines as of January 1, 1924, is $7.82.

Rate per line per million circulation of 11 women's magazines as of January 1, 1924, is $6.28.

Rate per line per million circulation of 8 weekly magazines as of January 1, 1924, is $5.75.

Rate per line per million circulation of 7 class publications as of January 1, 1924, is $9.96.

Rate per line per million circulation of 47 magazines as of January 1, 1924, is $6.34.

In other words, an advertiser can buy 23 effective advertisements in every daily and Sunday newspaper in the United States while he is buying 10 advertisements in these 47 magazines, for the same cost of white space. In the newspapers the name of his product would thus be placed before the entire nation 1,217,090,356 times, which the magazines were giving it prominence and prestige 269,483,350 times. But, of course, advertisers whose product or facilities for marketing it would warrant a campaign in every newspaper in the land, or in all of these 47 magazines, is a rare bird indeed.

For that reason, the circulations of all the 2,036 dailies and of the 547 Sunday papers and of each of the 47 magazines is shown by states and by territorial market groups. In every market region, the newspapers show tremendous superiority in circulation totals. Their rates apply only to circulation within their market areas and when an advertiser buys newspaper circulation in any market area, he pays for that circulation and no other.

Such a rate division, of course, does not exist in the magazine field. When you buy national advertising there, you pay for NATIONAL circulation—no doubt of that.

The stove house which wants to sell his gift of the gods to snow-swept Minnesota has to place the same copy before the February sun-drenched folks of Miami and San Diego. The fabricator of synthetic houses who finds his market in the crowded cities and suburbs of the Northeast also tells his wooden-home tale to the Pacific Coast and Mountain states, where brick and stone are the staples. The man who wants to relieve the coal shortage by selling the home-owner a fancy oil-heating system runs into big cities with his magazine copy where the fire regulations won't permit his apparatus to be set up. He has no legitimate complaint if his advertising cost is unduly high compared with sales returns. Magazines issue no rain checks for useless circulation, nor do they promise any when they solicit accounts. They sell beautiful illustrations, the prestige of the fine company of other magazine advertisers, their great influence among dealers and jobbers (all of whom read every national magazine if magazine solicitors are strictly adhering to the truth).

And, meanwhile, the newspapers by their own sheer power, with very little of the intelligent co-operative work that made the magazine's position so strong a few years ago and keeps it strong today, are selling SALES OPPORTUNITY.

A few weeks ago, the authoritative views of about 30 buyers and sellers of advertising space appeared in EDITOR & PUBLISHER. Expressions from newspaper publishers were not solicited. One after another, the buyers of space pleaded with the newspapers to get together, to sell the newspaper advertising idea in addition to selling each one his own paper. The practice, so prevalent in newspaper promotion and solicitation, of criticizing and disproving competitors' claims to business was condemned by a dozen men of national repute in advertising.

Full credit was given the intelligent promotion work for newspaper advertising as a whole done during the past decade by the A.N.P.A. Bureau of Advertising, and opinion was unanimous that its effectiveness had been limited by the interests which should have, for their own advantage, done everything to advance it.

The facts of the case are plain.

Daily newspapers sell 9,750,641,730 copies on the 310 weekdays of the year at the present average circulation. Sunday newspapers have an aggregate yearly circulation of 1,116,091,028 copies, which added to the daily circulation, gives a total for the year of 10,866,732,758 copies.

These 47 leading magazines, in the same period circulate 568,085,740 copies, divided into 313,590,456 weekly, and 154,494,284 monthly, appealing to various groups of our population. The magazine distribution throughout the year is five per cent of the newspaper's total.

In the big game hunt for sales and profits, who are going to get the trophies—the markesmen with 100 rifles, or the fancy trap-shooters with five shotguns?

Again First! in Ohio

COLUMBUS DISPATCH

21,242,341 Lines Paid Advertising in 1923

In recording a gain of 1,659,798 lines (5532 columns) over its own former high mark of 1922, The Dispatch, again in 1923, stood first among all Ohio newspapers. The next largest newspaper published 2,030,533 lines less than The Dispatch.

Compare These Dispatch Figures with Other Columbus Newspapers Combined

	Local Display	*National*	*Classified*
Dispatch	14,139,349 Lines	2,613,701 Lines	4,417,076 Lines
Others Combined	12,061,735 Lines	2,062,415 Lines	3,418,717 Lines
Dispatch Over Others Combined	2,077,614 Lines	551,286 Lines	998,359 Lines

The Dispatch Total Advertising Exceeded Other Columbus Papers Combined by 3,434,859 Lines

(LEGAL ADVERTISING INCLUDED IN ABOVE FIGURES)

The large and constantly growing volume of advertising coming to The Columbus Dispatch is due to this fact:

It is the first Columbus newspaper in circulation by many thousands. For the six months ending October 1st, 1923, (the last government sworn statement) showed that The Columbus Dispatch had

A Daily Average Circulation of 87,561

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

NEW DAILY NEWSPAPERS

Alhambra (Cal.) Evening Post, by Kellogg-Dickson Company, Los Angeles.
Amarillo (Tex.) Evening Post, by J. E. and J. L. Nunn.
Arcadia (Cal.) Daily Arcadian.
Berlin (N. H.) Mail, Nov. 15.
Cleburne (Tex.) Times, by J. F. Vickers.
Danville (Va.) News.
Detroit Daily Ledger.
Excelsior Springs (Mo.) News.
Flint (Mich.) Daily Herald, incorporated Nov. 15 by W. H. McKeighan, Leroy Mathew and John H. Caine.
Fredonia (Kan.) Daily Citizen.
Henryetta (Okla.) Standard, evening and Sunday.
High Point (N. C.) Morning Herald, Oct. 16.
Hollister (Cal.) Evening Observer, A. B. Bynon, publisher.
Houston (Tex.) Dispatch, Sept. 4.
Illustrated Daily News, Los Angeles—by Cornelius Vanderbilt, Jr., C. Colton Bingham, Walter M. Harvey, Edward J. Ralph and Thomas Ball, Sept. 10.
Inglewood (Cal.) News.
Jewish Daily Guardian, Cleveland.
Lansing (Mich.) State Journal—morning edition.
Laredo (Tex.) Oil Mirror, weekly to daily; Tom Lille and G. H. Boynton, publishers.
Lockhart (Tex.) Post-Register.
Long Beach (Cal.) Daily Sun.
Longview (Wash.) Daily News.
Luling (Tex.) Signal.
McPherson (Kan.) Tribune, C. H. Bruce, Nov. 1.
Mattoon (Ill.) Evening Record, July 16.
Quincy (Mass.) Enterprise-Journal, Simon Swig, publisher, changed from weekly to daily.
Reading (Pa.) Tribune.
Redwood City (Cal.) Tribune.
Saginaw (Mich.) Evening Star.
San Francisco Illustrated Daily Herald, by Cornelius Vanderbilt, Jr.
Seattle (Wash.) American.
Sherman (Tex.) Daily Chronicle, ownership E. C. and P. S. Hunter.
Pana (Ill.) Record, by F. J. Payne.
Southbridge (Mass.) Daily News.
St. Louis Post-Dispatch Sunday evening baseball edition.
Suffolk (Va.) Evening News—by J. T. Fain.
Troy (Ala.) Herald.
Taylor (Tex.) Daily Press's Sunday edition.
Warren (Pa.) Tribune, Dec. 1.
Waycross (Ga.) Journal-Herald—morning edition.
Westfield (Mass.) Journal.
Winter Park (Fla.) Herald, Sunday.

CONSOLIDATIONS

Aberdeen (S. D.) Journal with Evening News, as News.
Amarillo (Tex.) News and Tribune.
Athens (Ga.) Banner and Herald as Evening and Sunday Banner-Herald.
Boone (Ia.) News-Republican and Boone County Pioneer, as former.
Bucyrus (O.) Telegraph, Bucyrus Journal and Bucyrus Forum, as Bucyrus Telegraph-Forum.
Concord (N. H.) Monitor and Concord Patriot.
Enid (Okla.) News and Enid Eagle, as Morning News and Evening Eagle, under ownership M. C. Garber, E. C. Dunlap and M. Taylor.
Evansville (Ind.) Journal and Evansville Courier, as morning, evening and Sunday issues.
Fort Collins (Colo.) Evening Courier and Morning Express as Evening Express-Courier.
Ft. Smith Times-Record and Ft. Smith Southwest American, as morning, evening and Sunday issues, under ownership J. S. Parks and G. D. Carney.
Greenville (Ohio) News and Tribune as Greenville News-Tribune.
Hilo (T. H.) Tribune and Hilo Post-Herald, as Hilo Tribune-Herald, evening and Sunday, combined under ownership of Honolulu Star Bulletin.
Hunneyville (Kan.) Mirror and Milan (Kan.) Mirror with Caldwell (Kan.) Daily Herald.
Lackawanna (N. Y.) Daily News with Daily Journal.
Laramie (Wyo.) Boomerang merged with Laramie Republican.
Leavenworth (Kan.) Post and Leavenworth Times, as Leavenworth Times.
Lincoln (Ill.) Star and Popular Review consolidated as Star Publishing Company.
Long Beach (Cal.) Daily News and Long Beach Telegram, as The Telegram and Daily News.
Manhattan (Kan.) Evening Mercury and Manhattan Weekly Republican with Manhattan Morning Chronicle, Harry F. Parsons, publisher.
Mayfield (Ky.) Times with Mayfield Messenger, as Mayfield Messenger, under ownership Scott Lemon.
Miami (Okla.) Record-Herald with Miami Daily District News, as Miami News-Record.
New Rochelle (N. Y.) Standard and New Rochelle Star, as Standard-Star.
New York Sun and New York Globe & Commercial Advertiser, as The Sun and The Globe.
Oelwein (Ia.) Iowan (tri-weekly) with Oelwein Daily Register.
Orange (Tex.) Printing Company with Orange Daily Leader.
Rochester (N. Y.) Post-Express with Rochester Journal, as Journal and Post-Express, July 14.
Rome (Ga.) Tribune-Herald and Rome News consolidated under the name of News-Tribune.
Santa Ana (Cal.) News consolidated with Santa Ana Register.
Valley (Mass.) Echo, Huntington Herald and Chester Chronicle from Times Publishing Company to Westfield Press, Inc., publishers Westfield (Mass.) Journal. These papers are consolidated and published daily.

Analysis of Magazine and Newspaper

Compiled by EDITOR & PUBLISHER, With the Co-operation of the

TERRITORIAL MARKET

		MAGAZINE CIRCULATIONS				
		21	11	7	8	47
WESTERN STATES.	Population 1920	General	Women's	Class	Weeklies	Magazines
California	3,426,861	458,487	629,157	68,547	415,826	1,572,017
Washington	1,356,621	140,486	233,391	21,108	133,794	528,779
Colorado	939,629	86,539	136,312	10,143	76,965	309,959
Oregon	783,389	83,845	150,528	12,165	76,039	322,577
Montana	548,889	39,986	66,923	7,349	46,213	160,471
Utah	449,396	26,650	42,922	4,200	31,162	104,934
Idaho	431,866	28,550	47,736	4,632	30,606	111,524
Arizona	334,162	20,878	36,594	4,146	24,467	80,085
Wyoming	194,402	21,339	29,257	1,308	18,545	70,449
Nevada	77,407	7,708	10,338	2,900	6,889	27,835
Totals	8,542,622	914,468	1,377,158	136,498	860,506	3,288,630
SOUTHERN STATES.						
Georgia	2,895,832	66,803	124,199	8,536	66,536	266,074
North Carolina	2,559,123	59,437	121,870	8,902	62,389	252,598
Kentucky	2,416,630	65,112	145,716	6,925	61,386	279,139
Tennessee	2,337,885	68,866	128,970	7,940	59,948	265,724
Alabama	2,348,174	49,301	105,688	6,431	44,685	206,105
Virginia	2,309,187	81,592	156,028	9,179	79,755	326,534
Mississippi	1,790,618	31,831	62,539	3,368	30,953	128,691
Louisiana	1,788,509	63,933	91,606	8,298	53,667	217,504
South Carolina	1,683,724	29,828	52,285	4,188	32,346	118,647
Florida	968,470	60,132	96,996	10,445	65,020	232,593
Totals	21,108,152	576,833	1,085,897	74,212	556,665	2,293,609
CENTRAL STATES.						
Illinois	6,485,280	444,105	793,792	61,314	369,473	1,668,684
Ohio	5,759,394	458,504	832,410	62,224	382,798	1,735,936
Michigan	3,668,412	295,042	515,844	39,413	229,077	1,079,376
Indiana	2,930,390	172,122	385,807	22,405	165,690	744,024
Wisconsin	2,632,067	139,520	303,541	10,005	148,842	601,908
Iowa	2,404,021	150,949	379,302	18,714	156,694	705,659
Totals	23,879,564	1,660,242	3,208,736	223,075	1,452,844	6,535,587
NORTHWESTERN STATES.						
Missouri	3,404,055	180,619	371,241	22,891	157,134	731,885
Minnesota	2,387,125	155,811	306,168	21,382	159,659	643,029
Kansas	1,769,257	89,183	233,630	13,108	95,527	431,448
Nebraska	1,296,372	84,127	198,992	11,240	79,197	373,556
North Dakota	646,872	26,338	68,899	4,450	32,888	132,575
South Dakota	636,547	30,376	81,055	4,540	43,129	159,100
Totals	10,140,228	566,454	1,259,985	77,611	567,834	2,471,584
SOUTHWESTERN STATES.						
Texas	4,663,228	202,650	359,854	30,038	166,398	758,940
Oklahoma	2,028,283	94,808	171,680	15,100	80,374	361,962
Arkansas	1,752,204	42,211	89,515	5,983	43,448	181,157
New Mexico	360,350	15,083	24,491	2,525	15,549	57,648
Totals	8,804,065	354,752	645,540	53,646	305,769	1,379,707
MIDDLE ATLANTIC STATES.						
Pennsylvania	8,720,017	537,663	982,060	74,257	471,945	2,065,925
West Virginia	1,463,701	61,458	127,315	9,620	53,502	251,895
Maryland	1,449,661	75,477	153,340	9,082	67,086	304,965
District of Columbia	437,571	74,540	90,272	8,162	53,134	226,108
Delaware	223,003	12,350	24,025	1,366	11,420	49,161
Totals	12,293,953	761,488	1,377,012	102,487	657,987	2,898,074
NEW YORK-NEW JERSEY.						
New York	10,385,227	840,871	1,176,927	109,863	637,655	2,765,316
New Jersey	3,155,900	213,504	392,907	26,315	176,011	808,737
Totals	13,541,127	1,054,375	1,569,834	136,178	813,666	3,574,053
NEW ENGLAND STATES.						
Massachusetts	3,852,356	345,885	562,300	38,561	282,046	1,228,792
Connecticut	1,380,631	107,830	196,961	13,873	92,808	411,472
Maine	768,014	46,337	97,141	7,761	51,318	202,557
Rhode Island	604,397	43,157	73,333	4,555	35,760	156,805
New Hampshire	443,083	27,341	70,046	4,774	31,142	133,308
Vermont	352,428	21,164	52,551	2,934	23,997	100,646
Totals	7,400,909	591,714	1,052,332	72,458	517,071	2,233,575
MISCELLANEOUS.						
Newsdealers	.....	327,899	558,618	42,900	59,281	988,688
Unclassified	.....	26,727	57,967	4,574	28,667	117,935
Canada	.....	222,789	435,862	41,617	135,562	835,830
Alaska and U. S. Possessions	.....	21,895	18,598	5,215	18,921	64,629
Foreign	.....	43,570	81,085	20,326	45,897	190,878
Other Items	.....	41,074	379	23,045	11,058	75,556
Totals	.....	683,944	1,152,509	137,677	299,386	2,273,516
RECAPITULATION.						
Western	8,542,622	914,468	1,377,158	136,498	860,506	3,288,630
Southern	21,108,152	576,833	1,085,897	74,212	556,665	2,293,609
Central	23,879,564	1,660,242	3,208,736	223,075	1,452,844	6,535,587
Northwestern	10,140,228	566,454	1,259,985	77,611	567,834	2,471,584
Southwestern	8,804,065	354,752	645,540	53,646	305,769	1,379,707
Middle Atlantic	12,293,953	761,488	1,377,012	102,487	657,087	2,898,074
New York-New Jersey	13,541,127	1,054,375	1,569,834	136,178	813,666	3,574,053
New England	7,400,909	591,714	1,052,332	72,458	517,071	2,233,575
Miscellaneous	.....	683,944	1,152,509	137,677	299,386	2,275,516
Grand Total	105,710,620	7,164,272	12,728,993	1,013,842	6,030,528	26,948,335
Grand Total January 1, 1923	.....	6,797,204	11,325,712	1,018,805	5,892,397	25,034,178

Circulations and Rates By States and Territorial Market Groups

Bureau of Advertising, American Newspaper Publishers' Association.

Copyright, 1924, by The Editor & Publisher Company

TERRITORIAL MARKET		NEWSPAPER CIRCULATIONS			NUMBER OF PAPERS			MINIMUM AGATE LINE NEWSPAPER SPACE RATE		
	Population 1920	Morning Net Paid	Evening Net Paid	Sunday Net Paid	Morning Papers	Evening Papers	Sunday Papers	Joint Rate Morning	Joint Rate Evening	Joint Rate Sunday
WESTERN STATES.										
California	5,426,861	846,737	1,013,188	1,250,072	43	103	44	$2.596	$4.155	$3.356
Washington	1,356,621	150,237	343,792	347,928	9	24	12	.521	1.191	.965
Colorado	9[illegible]9,629	56,665	238,115	306,905	7	25	9	.243	.873	.676
Oregon	783,389	105,930	222,010	255,050	6	21	9	.302	.809	.597
Montana	548,889	64,934	30,112	90,861	10	7	11	.360	.208	.485
Utah	449,396	41,092	62,540	106,125	1	5	4	.090	.263	.505
Idaho	431,866	26,608	23,907	38,992	5	8	6	.162	.209	.202
Arizona	334,162	25,964	22,537	37,177	7	9	8	.241	.261	.289
Wyoming	194,402	5,939	22,570	26,778	1	5	4	.050	.187	.190
Nevada	77,407	6,732	8,019	6,732	3	5	3	.062	.124	.062
Totals	8,542,622	1,330,838	1,986,790	2,466,620	92	212	110	4.627	8.280	7.327
SOUTHERN STATES.										
Georgia	2,895,832	131,514	211,663	431,668	7	19	16	.390	.735	.950
North Carolina	2,559,123	122,210	115,445	173,249	11	30	17	.491	.753	.706
Kentucky	2,416,630	135,953	187,647	201,395	9	21	10	.414	.774	.490
Tennessee	2,337,885	201,359	245,296	348,744	6	13	11	.427	.691	.882
Alabama	2,348,174	71,579	174,555	201,659	3	20	9	.210	.743	.561
Virginia	2,309,187	112,620	164,175	160,583	9	20	10	.335	.702	.575
Mississippi	1,790,618	12,805	44,494	28,153	3	11	5	.070	.289	.140
Louisiana	1,798,509	109,779	147,019	319,374	3	11	4	.312	.501	.620
South Carolina	1,683,724	59,052	61,102	83,046	6	11	8	.253	.329	.330
Florida	968,470	95,836	77,490	126,485	12	20	15	.569	.571	.729
Totals	21,108,152	1,052,707	1,428,896	2,034,347	69	176	105	3.471	6.088	5.983
CENTRAL STATES.										
Illinois	6,485,280	1,025,067	1,483,673	2,052,164	15	107	19	2.018	4.319	3.124
Ohio	5,759,384	480,681	1,838,591	1,005,124	17	117	29	1.224	4.943	2.358
Michigan	3,668,412	224,690	908,406	814,524	6	52	14	.490	2.487	1.785
Wisconsin	2,632,067	50,208	501,415	309,476	2	45	8	.090	1.871	.780
Iowa	2,404,021	137,535	517,934	313,810	5	44	11	.330	1.915	.915
Indiana	2,930,390	302,186	631,209	357,097	21	104	17	.924	2.639	1.005
Totals	23,879,564	2,220,367	5,881,228	4,848,195	66	469	98	5.076	18.174	9.967
NORTHWESTERN STATES.										
Missouri	3,404,055	647,155	944,830	1,239,938	9	61	14	1.088	2.470	1.918
Minnesota	2,387,125	163,616	520,985	533,476	5	32	8	.367	1.524	1.059
Kansas	1,769,257	125,003	233,484	216,605	9	52	13	.404	1.220	.629
Nebraska	1,296,372	126,454	264,298	313,865	7	19	9	.309	.858	.769
North Dakota	646,872	20,742	37,194	22,512	2	8	2	.085	.233	.120
South Dakota	636,547	26,991	54,866	28,333	4	12	4	.133	.351	.150
Totals	10,140,228	1,109,961	2,055,657	2,354,729	36	184	50	2.386	6.656	4.645
SOUTHWESTERN STATES.										
Texas	4,663,228	261,111	544,141	716,319	19	81	46	1.001	2.518	2.430
Oklahoma	2,028,283	152,178	204,665	248,185	12	36	26	.537	1.112	1.024
Arkansas	1,752,204	62,901	53,447	118,638	6	28	8	.195	.527	.371
New Mexico	360,350	6,588	16,873	6,862	1	6	1	.030	.137	.030
Totals	8,804,065	482,778	817,126	1,090,004	38	151	81	1.763	4.494	3.855
MIDDLE ATLANTIC STATES.										
Pennsylvania	8,720,017	1,171,098	1,909,703	1,740,813	38	135	20	2.930	5.253	3.508
West Virginia	1,463,701	94,542	93,302	129,517	9	19	12	.343	.480	.476
Maryland	1,449,661	200,832	299,490	262,104	5	9	2	.420	.761	.650
District of Columbia	437,571	107,198	194,926	289,868	2	3	3	.330	.560	.680
Delaware	223,003	8,842	32,962	14,895	1	2	1	.040	.110	.060
Totals	12,293,953	1,582,512	2,530,383	2,437,097	55	168	38	4.063	7.164	5.354
NEW YORK-NEW JERSEY.										
New York	10,385,227	2,484,489	2,875,550	4,302,821	35	100	32	6.329	8.536	7.270
New Jersey	3,155,900	106,778	528,462	146,456	7	29	9	.309	1.520	.531
Totals	13,541,127	2,591,267	3,404,012	4,449,277	42	129	41	6.638	10.056	7.801
NEW ENGLAND STATES.										
Massachusetts	3,852,356	839,836	1,277,198	1,469,115	11	62	12	1.775	3.864	2.820
Connecticut	1,380,631	101,168	293,029	168,006	7	28	7	.345	.991	.525
Maine	768,014	86,733	67,077	28,734	5	6	2	.250	.207	.120
Rhode Island	604,397	38,658	162,642	73,065	2	8	3	.097	.502	.255
New Hampshire	443,083	15,489	43,476	.....	1	9	...	.070	.246	...
Vermont	352,428	22,637	33,129	.....	2	8	...	.090	.145	...
Totals	7,400,909	1,104,521	1,876,511	1,738,920	28	121	24	2.627	5.955	3.720
RECAPITULATION.										
Western	8,542,622	1,330,838	1,986,790	2,466,620	92	212	110	4.627	8.280	7.327
Southern	21,108,152	1,052,707	1,428,896	2,034,347	69	176	105	3.471	6.088	5.985
Central	23,879,564	2,220,367	5,881,228	4,848,195	66	469	98	5.076	18.174	9.967
Northwestern	10,140,228	1,109,961	2,055,657	2,354,729	36	184	50	2.386	6.656	4.645
Southwestern	8,804,065	482,778	817,126	1,090,004	38	151	81	1.763	4.494	3.855
Middle Atlantic	12,293,953	1,582,512	2,530,383	2,437,097	55	168	38	4.063	7.164	5.354
New York-New Jersey	13,541,127	2,591,267	3,404,012	4,449,277	42	129	41	6.638	10.056	7.801
New England	7,400,909	1,104,521	1,876,511	1,738,920	28	121	24	2.627	5.955	3.720
Grand Total	105,710,620	11,475,051	19,978,632	21,463,289	426	1,610	547	30.651	66.667	48.672
Grand Total, October 1, 1923	105,710,620	10,806,055	18,874,273	19,712,874	426	1,607	546	27.540	63.105	45.829
Average rate per line per million, January 1, 1924								2.67	3.34	2.27
Average rate per line per million, January 1, 1923								2.52	3.34	2.32

CHANGES IN PRICE

Baltimore American—from 2 to 3 cents daily; 5 to 10 cents Sunday.

Baltimore American and Baltimore News—morning, evening and Sunday, home delivery rate for 13 issues cut from 40 cents to 25 cents.

Cedar Rapids (Ia.) Republican-Gazette—from $3 to $4 by mail and from $4 to $5 by carrier, Sept. 1.

Chicago Tribune mail subscription rates from $7.50 to $5 per year.

Des Moines Capital—from 1 cent to 2 cents.

Des Moines News—from 1 cent to 2 cents.

Elgin (Ill.) Courier—from 12 cents to 8 cents weekly.

Elgin (Ill.) News from 12 cents to 10 cents weekly.

Kansas City Journal-Post, Sunday edition—from 5 to 10 cents.

New York Evening Post—from 3 to 5 cents.

Oakland (Cal.) Post-Enquirer and Oakland Tribune—from 5 to 3 cents.

Provo (Utah) Herald—from 3 cents to 2 cents.

San Antonio Light—from 50 to 65 cents per month for carrier delivery.

San Francisco Bulletin and San Francisco Call, evening papers—street sale price from 5 cents to 3 cents.

Sioux City (Ia.) Tribune and Sioux City Journal—increase mail subscription from $4 to $5.

Springfield Republican and Springfield News—from 1 to 2 cents, street sales.

Springfield (Mass.) Union—from 1 to 2 cents, street sales.

St. Louis Globe-Democrat—from 5 to 10 cents Sunday.

St. Louis Post-Dispatch—from 5 to 10 cents Sunday.

St. Paul Pioneer Press & Dispatch (13 issues a week)—from 65 cents to 90 cents weekly in St. Paul and to $1 a week outside the city, following establishment of Sunday rotogravure section.

Syracuse (N. Y.) Telegram and Sunday American—from 28 to 20 cents weekly.

Tampa (Fla.) Tribune—from 10 to 5 cents Sunday.

Washington (D. C.) Herald—from 1 to 2 cents.

NEWSPAPER SUSPENSIONS

Allentown (Pa.) Record.
Amarillo (Tex.) Tribune.
Athens (Ga.) Banner.
Baltimore Times.
Baltimore Sunday News.
Charleston (S. C. American.
Beaumont (Tex.) News.
Cambridge (Vt.) Transcript.
Champaign (Ill.) Herald.
Chester (Pa.) Republican.
Cleburne (Tex.) Enterprise.
Clinton (Ia.) County Advocate.
Detroit Daily Ledger.
International Falls (Minn.) Evening Tribune.
Iron River (Mich.) Reporter.
Manchester (N. H.) Sunday Union-Leader.
Minneapolis (Minn.) News, June 27.
Marion (O.) Tribune.
Mechanicsburg (O.) News-Item.
New York Leader, Nov. 12.
New York Thrice-a-Week World.
Niles (O.) News, June 21.
Nogales (Ariz.) Democrat.
Norfolk (Neb.) Westliche Runschau.
Norwich (Conn.) Sunday Bulletin.
Pana (Ill.) Record.
Paterson (N. J.) Morning Times.
Pendleton (Ore.) Tribune.
Pittsburgh Dispatch.
Pittsburgh Leader.
Richmond (Va.) Evening Dispatch, Nov. 4.
Seattle (Wash.) American.
St. Louis Star's Sunday edition.
Tampa (Fla.) Sunday Citizen.

CANADA

Edmonton (Alta.) Bulletin's morning edition.
Welland (Ont.) Daily News.

FIELD CHANGES—UNITED STATES

Ashland (Wis.) Journal, weekly to daily, Oct. 6.
Aurora (Ill.) Star, evening to morning.
Corvallis (Ore.) Courier, daily to weekly.
Fredonia (Kan.) Citizen, daily to semi-weekly.
Hollister (Cal.) Advance, morning to semi-weekly.
Huntsville (Ala.) News, morning to evening.
Huntsville (Ala.) News, evening to morning.
Imperial (Cal.) Enterprise, daily to weekly.
Kingfisher (Okla.) Free Press, daily to weekly.
Kingfisher (Okla.) Times, daily to weekly.
Lockhart (Tex.) Post-Register, weekly to daily.
Luling (Tex.) Signal, weekly to daily.
Marion (Ohio) Tribune, evening to morning.
Maui (T. H.) News, daily to weekly.
Pensacola (Fla.) Journal, morning and Sunday, ads evening edition.
Provo (Utah) Herald, evening to morning.
San Benito (Tex.) Light, daily to weekly.
South Manchester (Conn.) News, semi-weekly to daily.
South Omaha Sun, weekly to daily.
Webster (Mass.) Times, weekly to daily.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKETS

Compiled by EDITOR & PUBLISHER, With the Co-operation of the Bureau of Advertising of the American Newspaper Publishers' Association

Copyright, 1924, by Editor & Publisher

TERRITORIAL MARKETS	Population 1920	Ladies' Home Journal	Good Housekeeping	Woman's Home Companion	Delineator	Pictorial Review	Designer & Women's Magazine	People's Popular Monthly
Total net paid		1,994,266	855,610	1,810,606	1,025,263	2,256,217	436,216	675,698
Total net paid, including bulk		1,994,385	855,610	1,810,606	1,025,263	2,257,083	436,216	675,698
Total distribution		2,030,953	875,302	1,862,234	1,062,973	2,262,740	458,700	691,915
Detailed distribution for WESTERN STATES.		March, 1923	March, 1923	March, 1923	March, 1923	April, 1923	March, 1923	April, 1923
1 California	3,426,861	110,990	53,394	98,855	58,707	128,963	27,619	3,637
2 Washington	1,356,621	44,983	16,916	36,641	16,740	48,639	9,543	2,870
3 Colorado	939,629	27,073	8,028	25,710	7,004	23,634	3,514	6,674
4 Oregon	783,389	27,776	10,825	26,085	12,791	29,102	5,206	1,859
5 Montana	548,889	15,628	5,276	10,363	1,908	9,658	1,269	5,157
6 Utah	449,396	10,922	2,371	5,783	1,770	8,530	2,796	741
7 Idaho	431,866	9,667	3,419	8,003	4,549	6,125	2,050	1,586
8 Arizona	334,162	6,837	2,914	4,589	2,571	6,899	47	380
9 Wyoming	194,402	5,581	2,194	4,588	897	4,584	1,841	1,829
10 Nevada	77,407	1,841	972	1,486	935	2,046	388	183
Total	8,542,622	261,298	106,309	222,103	107,872	268,210	54,273	24,914
SOUTHERN STATES.								
1 Georgia	2,895,832	23,945	10,190	18,319	9,547	27,599	5,047	1,857
2 North Carolina	2,559,123	25,067	9,454	18,612	5,370	23,110	2,017	3,743
3 Kentucky	2,416,630	23,081	7,268	20,277	11,334	27,503	4,058	14,223
4 Tennessee	2,337,885	23,826	7,467	20,438	9,470	24,113	5,076	6,112
5 Alabama	2,348,174	15,318	4,854	13,019	6,452	25,245	3,258	2,400
6 Viriginia	2,309,187	29,616	14,952	23,471	6,927	31,251	2,704	5,227
7 Mississippi	1,790,618	10,315	3,654	8,021	5,357	11,921	2,425	1,913
8 Louisiana	1,798,509	12,081	4,923	13,352	9,631	21,966	4,860	981
9 South Carolina	1,683,724	11,635	4,189	9,049	4,600	13,149	2,379	1,312
10 Florida	968,470	22,091	8,734	12,931	5,068	22,119	2,623	1,229
Total	21,108,152	196,975	75,685	157,489	73,756	227,976	34,447	38,988
CENTRAL STATES.								
1 Illinois	6,485,280	113,303	52,168	124,859	45,256	149,483	32,833	71,659
2 Ohio	5,759,394	121,920	46,492	138,954	64,568	146,017	16,818	76,080
3 Michigan	3,668,412	74,451	41,672	91,987	34,510	86,093	11,428	49,511
4 Indiana	2,930,390	62,945	17,184	61,086	23,605	67,506	11,186	40,744
5 Wisconsin	2,632,067	48,883	17,903	52,027	20,729	47,527	7,172	38,572
6 Iowa	2,404,021	50,053	16,555	58,511	24,818	57,506	12,649	65,492
Total	23,879,564	471,555	191,974	527,424	213,486	554,132	92,086	342,078
NORTHWESTERN STATES.								
1 Missouri	3,404,055	55,254	17,918	57,067	23,692	77,159	10,345	40,658
2 Minnesota	2,387,125	50,557	20,817	51,925	18,177	53,448	7,944	36,461
3 Kansas	1,769,257	36,026	8,632	34,025	20,382	35,257	8,889	30,365
4 Nebraska	1,296,372	24,293	8,135	27,903	11,030	35,896	8,352	38,709
5 North Dakota	646,872	13,749	3,462	8,297	3,516	9,301	2,890	11,082
6 South Dakota	636,547	12,233	3,988	9,016	5,388	12,269	3,615	14,073
Total	10,140,228	192,112	62,952	188,233	82,185	223,330	42,035	171,968
SOUTHWESTERN STATES.								
1 Texas	4,663,228	61,339	18,647	57,887	32,772	84,142	14,554	11,985
2 Oklahoma	2,028,283	28,834	9,770	25,406	11,105	32,951	9,309	14,404
3 Arkansas	1,752,204	14,965	4,633	13,643	6,775	15,158	2,993	9,284
4 New Mexico	360,350	4,638	1,882	4,049	1,563	4,634	495	1,146
Total	8,804,065	109,776	34,932	100,985	52,215	136,885	27,351	36,819
MIDDLE ATLANTIC STATES.								
1 Pennsylvania	8,720,017	184,240	61,788	144,920	60,805	202,820	20,264	42,125
2 West Virginia	1,463,701	22,351	8,819	16,623	5,598	21,194	3,135	11,832
3 Maryland	1,449,661	25,937	10,867	17,261	7,890	54,176	3,201	2,915
4 Dist. of Columbia	437,571	14,742	20,843	13,771	3,999	18,964	2,328	233
5 Delaware	223,003	5,608	1,829	3,861	2,292	3,679	282	402
Total	12,293,953	252,878	104,146	196,436	80,584	300,833	29,210	57,508
NEW YORK-NEW JERSEY.								
1 New York	10,385,227	188,123	112,933	176,975	81,465	202,842	22,321	24,426
2 New Jersey	3,155,900	68,850	29,266	53,183	32,606	79,910	10,496	4,190
Total	13,541,127	256,973	142,199	230,158	114,071	282,752	32,817	28,616
NEW ENGLAND STATES.								
1 Massachusetts	3,852,356	92,650	59,652	100,013	46,589	115,637	14,497	1,682
2 Connecticut	1,380,631	35,816	17,514	34,292	10,102	35,934	6,529	1,111
3 Maine	768,014	19,800	8,233	18,043	3,995	18,714	1,935	1,048
4 Rhode Island	604,397	11,216	7,088	14,751	4,386	18,921	1,083	413
5 New Hampshire	443,083	11,832	4,604	11,060	3,847	17,122	1,074	584
6 Vermont	352,428	10,136	3,566	8,024	2,255	11,220	1,100	734
Total	7,400,909	181,450	100,657	186,183	71,174	217,548	26,218	5,562
MISCELLANEOUS.								
Newsdealers	.....	.....	.....	.....	182,403	.....	59,032	.....
Unclassified	.....	.....	.....	.....	13,530	917	18,071	.....
Canada	.....	101,824	36,661	42,591	38,593	118,382	26,196	409
Alaska & U. S. Pos.	.....	5,297	2,524	3,148	.....	2,902	.....	228
Foreign	.....	51,230	3,695	4,530	1,487	8,967	289	68
Other Items	.....	42	134	.....	.....	.....	.....	.....
Total	.....	158,393	43,014	50,269	236,013	131,168	103,588	705
MARKET GROUPS.								
1 Western	8,542,622	261,298	106,309	222,103	107,872	268,210	54,273	24,914
2 Southern	21,108,152	196,975	75,685	157,489	73,756	227,976	34,447	38,988
3 Central	23,879,564	471,555	191,974	527,424	213,486	554,132	92,086	342,078
4 Northwestern	10,140,228	192,112	62,952	188,233	82,185	223,330	42,035	171,968
5 Southwestern	8,804,065	109,776	34,932	100,985	52,215	136,885	27,351	36,819
6 Middle Atlantic	12,293,953	252,878	104,146	196,436	80,584	300,833	29,210	57,508
7 N. York-N. Jersey	13,541,127	256,973	142,199	230,158	114,071	282,752	32,817	28,616
8 New England	7,400,909	181,450	100,657	186,183	71,174	217,548	26,218	5,562
9 Miscellaneous	.....	158,393	43,014	50,269	236,013	131,168	103,588	705
Grand Total	105,710,620	2,081,410	861,868	1,859,280	1,031,356	2,342,834	442,025	707,178
Page Rate		—$9,000	—$3,000	—$6,800	—$4,800	—$9,000	—$1,800	—$2,650
Rate per agate line		—15	—7	—10	7.25	—13	2.75	4.50

—Decrease

ET GROUPS AND ADVERTISING RATES OF LEADING MAGAZINES

reau of Advertising, American Newspaper Publishers Association.

Editor & Publisher Company

TERRITORIAL MARKETS	McCall's Magazine	People's Home Journal	Modern Priscilla	Vogue	Women's Magazines Total 1922	Women's Magazines Total 1923	Gain or Loss '23 vs. '22
Total net paid	1,676.964	852,945	678,868	123,184	11,196,031	12,385,837	1,189,806
Total net paid, including bulk	1,676,964	852,945	678,868	124,365	11,207,030	12,388,003	1,180,973
Total distribution	1,691,897	856,100	694,519	128,740	11,412,441	12,616,073	1,203,632
Detailed distribution for WESTERN STATES.	Population 1920	March, 1923	March, 1923	March, 1923	Apr. 1, 1923		
1 California	3,426,861	74,374	15,498	48,572	8,548	501,066	629,157	128,091
2 Washington	1,356,621	32,190	9,008	14,138	1,693	195,056	233,391	38,335
3 Colorado	939,629	19,536	8,021	6,371	737	116,296	136,312	20,016
4 Oregon	783,389	20,314	6,993	8,358	1,220	123,215	150,528	27,313
5 Montana	548,889	12,249	2,984	2,109	322	59,479	66,923	7,444
6 Utah	449,396	5,531	1,671	2,492	315	35,249	42,922	7,673
7 Idaho	431,866	8,094	2,440	1,650	153	44,285	47,736	3,451
8 Arizona	334,162	4,391	642	1,027	297	28,172	30,594	2,422
9 Wyoming	194,402	4,547	1,565	1,406	226	25,649	29,257	3,608
10 Nevada	77,407	1,362	392	611	122	9,802	10,338	536
Total	8,542,622	182,588	49,214	86,734	13,633	1,138,269	1,377,158	238,889
SOUTHERN STATES.								
1 Georgia	2,895,832	17,408	4,940	3,910	1,457	100,205	124,199	23,994
2 North Carolina	2,559,123	25,326	4,802	3,609	760	100,148	121,870	21,722
3 Kentucky	2,416,630	22,701	7,766	6,297	1,198	120,578	145,716	25,138
4 Tennessee	2,337,885	22,204	5,331	3,985	948	104,116	128,970	24,854
5 Alabama	2,348,174	17,586	3,330	3,644	579	68,338	105,688	37,350
6 Viriginia	2,309,187	25,723	9,382	5,472	1,305	131,673	156,028	24,355
7 Mississippi	1,790,618	13,698	2,683	2,194	358	53,467	62,539	9,072
8 Louisiana	1,798,509	13,516	3,595	5,806	895	76,781	91,606	14,825
9 South Carolina	1,683,724	11,667	2,112	1,754	439	54,514	52,285	—2,229
10 Florida	968,470	16,056	2,599	2,345	1,201	83,806	96,996	13,190
Total	21,108,152	185,885	46,540	39,016	9,140	893,626	1,085,897	192,271
CENTRAL STATES.								
1 Illinois	6,485,280	111,339	51,094	32,460	9,298	757,188	793,792	36,604
2 Ohio	5,759,394	129,824	54,576	30,278	6,903	753,559	832,410	78,851
3 Michigan	3,668,412	72,206	29,705	20,490	3,831	452,341	515,884	63,543
4 Indiana	2,930,390	58,814	26,470	11,940	2,327	367,036	383,807	16,771
5 Wisconsin	2,632,067	38,432	18,705	11,882	1,709	277,819	303,541	25,722
6 Iowa	2,404,021	50,008	29,407	12,698	1,605	362,054	379,302	17,248
Total	23,879,564	460,623	209,957	119,748	25,673	2,969,997	3,208,736	238,739
NORTHWESTERN STATES.								
1 Missouri	3,404,055	55,253	16,503	12,621	4,771	345,866	371,241	25,375
2 Minnesota	2,387,125	43,278	11,379	10,182	2,000	285,852	306,168	20,316
3 Kansas	1,769,257	34,711	16,786	7,817	740	225,458	233,630	8,172
4 Nebraska	1,296,372	26,744	10,041	7,102	787	185,535	198,992	13,457
5 North Dakota	646,872	10,272	3,148	2,361	211	61,482	68,899	7,417
6 South Dakota	636,547	12,460	4,926	2,836	251	75,738	81,055	5,317
Total	10,140,228	182,718	62,783	42,919	8,760	1,179,931	1,259,985	80,054
SOUTHWESTERN STATES.								
1 Texas	4,663,228	53,388	12,898	9,639	2,603	309,094	359,854	50,760
2 Oklahoma	2,028,283	26,742	7,344	5,011	804	152,782	171,680	18,898
3 Arkansas	1,752,204	15,459	3,579	2,441	585	74,582	89,515	14,933
4 New Mexico	360,350	3,812	1,053	1,036	183	20,768	24,491	3,723
Total	8,804,065	99,401	24,874	18,127	4,175	557,226	645,540	88,314
MIDDLE ATLANTIC STATES.								
1 Pennsylvania	8,720,017	137,859	72,965	43,474	10,800	874,323	982,060	107,737
2 West Virginia	1,463,701	25,525	8,004	3,467	767	107,016	127,315	20,299
3 Maryland	1,449,661	16,744	7,102	5,533	1,714	116,464	153,340	36,876
4 Dist. of Columbia	437,571	9,163	2,016	2,745	1,468	77,182	90,272	13,090
5 Delaware	223,003	3,462	1,418	974	217	23,309	24,025	716
Total	12,293,953	192,753	91,505	56,193	14,966	1,198,294	1,377,012	178,718
NEW YORK-NEW JERSEY.								
1 New York	10,385,227	185,420	103,078	54,178	25,166	1,081,000	1,176,927	95,927
2 New Jersey	3,155,900	51,596	33,528	24,247	5,035	348,429	392,907	44,478
Total	13,541,127	237,016	136,606	78,425	30,201	1,429,429	1,569,834	140,405
NEW ENGLAND STATES.								
1 Massachusetts	3,852,356	59,802	23,625	39,568	8,585	471,524	562,300	90,776
2 Connecticut	1,380,631	25,745	17,450	9,750	2,718	174,075	196,961	22,886
3 Maine	768,014	13,849	6,163	4,771	590	98,802	97,141	—1,661
4 Rhode Island	604,397	7,482	3,554	3,341	1,098	62,336	73,333	10,997
5 New Hampshire	443,083	10,987	4,381	4,267	288	62,048	70,046	7,998
6 Vermont	352,428	7,796	4,700	2,735	265	48,522	52,551	4,029
Total	7,400,909	125,661	59,873	64,432	13,544	917,307	1,052,332	135,025
MISCELLANEOUS.								
Newsdealers	.....	.....	163,946	153,237	.....	527,178	558,618	31,440
Unclassified	.....	.....	3,940	21,430	79	82,511	57,967	—24,544
Canada	.....	53,715	6,031	8,193	3,267	337,981	435,862	97,881
Alaska & U. S. Pos.	.....	2,264	356	1,321	558	13,865	18,598	4,733
Foreign	.....	7,180	176	2,498	965	69,396	81,085	11,689
Other Items	.....	.....	.....	141	62	10,702	379	—10,323
Total	.....	63,159	174,449	186,820	4,931	1,041,633	1,152,509	110,876
MARKET GROUPS.								
1 Western	8,542,622	182,588	49,214	86,734	13,633	1,138,269	1,377,148	238,879
2 Southern	21,108,152	185,885	46,540	39,016	9,140	893,626	1,085,897	192,271
3 Central	23,879,564	460,623	209,957	119,748	25,673	2,969,997	3,208,736	238,739
4 Northwestern	10,140,228	182,718	62,783	42,919	8,760	1,179,931	1,259,985	80,054
5 Southwestern	8,804,065	99,401	24,874	18,127	4,175	557,226	645,540	88,314
6 Middle Atlantic	12,293,953	192,753	91,505	56,193	14,966	1,198,294	1,377,012	178,718
7 N. York-N. Jersey	13,541,127	237,016	136,606	78,425	30,201	1,429,429	1,596,834	140,405
8 New England	7,400,909	125,661	59,873	64,432	13,544	917,307	1,052,332	135,025
9 Miscellaneous	.....	63,159	174,449	186,820	4,931	1,041,633	1,152,509	110,876
Grand Total	105,710,620	1,729,804	855,801	692,414	125,023	11,325,712	12,728,993	1,403,281
Page Rate		—$7,000	—$3,600	—$2,250	—$1,200	$45,350	—$51,100	—$5,750
Rate per agate line		—11	5 50	—4	.....	69.75	—80	10.25

—Decrease

NEW BUILDINGS—U. S.

Atlantic City (N. J.) Press & Union.
Burlington (Ia.) Gazette.
Burlington (Vt.) News.
Butler (Pa.) Eagle.
Chillicothe (O.) News-Advertiser.
Clarksburg (W. Va.) Exponent.
Columbus (O.) Dispatch.
Danville (Va.) Register.
Davenport (Ia.) Democrat & Leader.
Des Moines Register-Tribune.
Easton (Pa.) Express.
Elizabeth (N. J.) Journal.
Eugene (Ore.) Daily Guard.
Eugene (Ore.) Register.
Flint (Mich.) Journal.
Great Bend (Kan.) Daily Tribune.
Greensboro (N. C.) News.
Hollywood (Cal.) News.
Honolulu (T. H.) Star-Bulletin.
Hutchinson (Kan.) News.
Indianapolis Times.
Tokyo (Japan) Advertiser.
Kansas City Journal and Post.
Kansas City Star.
Lincoln (Neb.) Star.
Longview (Wash.) News.
Lowell Courier-Citizen & Leader.
Lubbock (Tex.) Daily Avalanche.
Manhattan (Kan.) Mercury.
Manila (P. I.) Daily Bulletin.
Medford (Mass.) Mercury.
Middletown (N. Y.) Herald.
Middletown (N. Y.) Journal.
Milwaukee (Wis.) Journal.
Monroe (La.) News-Star.
New Castle (Pa.) News.
New York Tribune.
New York World, six-story auxiliary building.
Oakland (Cal.) Post-Enquirer.
Ontario (Cal.) Report.
Philadelphia Public Ledger.
Portland (Me.) Press-Herald.
Provo (Utah) Herald.
San Francisco Chronicle.
Sarnia (Ont.) Observer.
St. Louis Post-Dispatch.
Sturgis (Mich.) Journal.
Syracuse (N. Y.) Telegram.
Tampa (Fla.) Tribune.
Tokyo (Japan) Advertiser.
Venice (Cal.) News.
Washington Times and Herald.
Washington (Pa.) Observer & Reporter.
Waterloo (Ia.) Courier.
Wichita (Kan.) Beacon, 2-story annex.
Wilkes-Barre (Pa.) Times-Record.
Worcester (Mass.) Telegram-Gazette, two-story annex.

NEWSPAPER ANNIVERSARIES, CELEBRATIONS

Bismarck (N. D.) Tribune, 50th year, July 11.
Chicago Tribune, 90th year, Nov. 26.
Denison (Ia.) Bulletin, 50th year, Nov. 28.
Des Moines (Ia.) Register, 75th year, June 26.
Detroit News, 50th year, Aug. 26.
Fergus Falls (Minn.) Journal, 50th year, July 24.
Johnstown (Pa.) Tribune, 50th year.
Lewiston (Me.) Journal, 75th year.
Milwaukee Sentinel, 80th year.
Monmouth (Ill.) Review, 68th year.
Murphysboro (Ill.) Independent, 50th year, Oct. 16.
Nebraska City News, oldest paper in Nebraska, 69th year, Nov. 14.
New York World, 40th year under Pulitzer ownership.
Ottumwa (Ia.) Courier, 75th year.
Poughkeepsie (N. Y.) Sunday Courier, 50th year.
Salem (Ore.) Daily Statesman, 72d year.
Salt Lake City (Utah) Deseret News, 73rd year.
South Bend (Ind.) Tribune, 50th year.
Wilkes-Barre (Pa.) Record, 50th year.
Winfield (Kan.) Courier, 50th year.

CHANGES IN SIZE

Ashland (Ore.) Tidings from 7 to 8 cols., 12 ems.
Austin (Minn.) Herald from 7 to 8 cols.
Durham (N. C.) Herald from 7 cols. to 8 cols., 12 ems.
Elyria (Ohio) Chronicle-Telegram from 12½ ems to 12 ems cols.
Kinston (N. C.) Free Press from 7 cols to 8 cols., 12 ems.
Longview (Wash.) News from 6 to 8 cols.
Meridian (Miss.) Star from 7 cols to 8 cols., 12 ems.
Ogden (Utah) Standard-Examiner from 7 to 8 cols., 12 ems.
Salt Lake City Deseret News from 7 to 8 cols., 12 ems.
Salt Lake City Telegram from 7 to 8 cols., 12 ems.
Salt Lake City Tribune from 7 to 8 cols., 12 ems.
Seattle Union Record to tabloid 5-col., 16-page paper.
Talladega (Ala.) Home from 6 to 7 cols.
Waco News-Tribune from 7 cols., 13 ems, to 8 cols., 12 ems.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF THE LEADING WEEKLY MAGAZINES

Compiled by EDITOR & PUBLISHER, With the Co-operation of the Bureau of Advertising, American Newspaper Publishers Association.

Copyright 1924 by The Editor & Publishing Company.

TERRITORIAL MARKETS		Saturday Evening Post	Literary Digest	Colliers	American Legion	Outlook	Life	Judge	Christian Herald	Weekly Magazines Total 1922	Weekly Magazines Total 1923	Gain or Loss '23 vs. '22
Av. net paid		2,356,334	1,354,384	1,002,101	711,372	86,682	183,499	167,640	186,409	5,863,693	6,048,421	184,728
Av. net paid, including bulk		2,356,976	1,354,384	1,002,390	711,511	87,046	184,537	167,640	187,459	5,873,190	6,051,943	178,753
Av. distribution		2,371,666	1,389,539	1,017,062	718,233	89,402	186,623	172,959	193,748	5,962,694	6,139,232	176,538
Detailed distribution for		Mar. 10, '23	Apr. 15, '23	May 5, '23	June 8, '23	Jan. 31, '23	May 31, '23	Mar. 24, '23	June 30, '23			
WESTERN STATES.												
	Population 1920											
1 California	3,426,861	187,862	97,025	70,560	24,938	4,986	11,880	10,735	7,840	381,406	415,826	34,420
2 Washington	1,356,621	56,032	32,167	23,344	12,795	1,243	2,357	2,782	3,074	124,815	133,794	8,979
3 Colorado	939,629	32,420	18,718	12,778	7,501	1,115	1,538	533	2,362	71,306	76,965	5,659
4 Oregon	783,389	33,405	17,980	12,666	6,195	649	1,387	1,641	2,116	71,514	76,039	4,525
5 Montana	548,889	20,462	11,732	4,370	6,944	415	747	493	1,050	43,009	46,213	3,204
6 Utah	449,396	10,330	8,988	6,964	2,329	240	1,282	902	127	29,186	31,162	1,976
7 Idaho	431,866	11,740	9,262	2,929	4,484	310	529	459	893	28,039	30,606	2,567
8 Arizona	334,162	10,690	6,271	2,496	3,502	202	738	268	300	22,317	24,467	2,150
9 Wyoming	194,402	7,417	4,425	2,057	3,567	196	376	124	383	16,672	18,545	1,873
10 Nevada	77,407	3,148	2,074	519	506	62	188	320	72	7,343	6,889	—454
Totals	8,542,622	373,506	208,642	138,683	72,761	9,418	21,022	18,257	18,217	795,607	860,506	64,899
SOUTHERN STATES.												
1 Georgia	2,295,832	24,403	18,280	10,553	7,839	343	2,440	1,230	1,448	61,180	66,536	5,356
2 North Carolina	2,559,123	21,521	19,915	6,980	6,563	646	1,374	1,996	3,394	59,447	62,389	2,942
3 Kentucky	2,416,630	21,449	17,076	9,462	7,754	556	1,320	1,390	2,379	60,852	61,386	534
4 Tennessee	2,337,885	21,478	18,229	7,978	6,603	424	1,839	855	2,542	55,956	59,948	3,992
5 Alabama	2,348,174	16,205	14,729	7,059	2,745	577	1,193	896	1,281	44,589	44,685	96
6 Virginia	2,309,187	26,172	23,034	12,638	7,944	693	2,530	1,941	4,783	78,540	79,735	1,195
7 Mississippi	1,790,618	11,761	10,265	3,241	3,371	161	599	210	1,345	31,850	30,953	—897
8 Louisiana	1,798,509	16,944	15,844	9,372	7,995	215	1,063	1,477	757	50,719	53,667	2,948
9 South Carolina	1,683,724	11,124	10,113	4,022	3,777	187	1,012	653	1,458	34,230	32,346	—1,884
10 Florida	968,470	31,492	14,260	9,898	4,436	788	1,370	1,123	1,653	61,102	65,020	3,918
Totals	21,108,152	202,549	161,745	81,203	59,027	4,590	14,740	11,771	21,040	538,465	556,665	18,200
CENTRAL STATES.												
1 Illinois	6,485,280	155,656	80,478	60,899	45,198	4,232	4,669	7,880	10,461	354,464	369,473	15,009
2 Ohio	5,759,394	149,536	93,021	72,889	31,837	5,193	5,918	10,382	14,022	372,579	382,798	10,219
3 Michigan	3,668,412	94,557	47,043	45,822	24,782	3,122	3,000	3,389	7,362	228,587	229,077	490
4 Indiana	2,930,390	61,454	41,317	32,457	19,262	1,603	2,414	2,048	5,135	165,768	165,690	—78
5 Wisconsin	2,632,067	49,419	30,492	30,180	27,360	1,942	1,519	3,762	4,167	131,580	148,842	17,262
6 Iowa	2,404,021	51,567	34,124	22,711	36,081	2,184	1,512	1,263	7,522	153,891	156,964	3,073
Totals	23,879,564	562,189	326,475	264,958	184,520	18,277	19,032	28,724	48,669	1,406,869	1,452,844	45,975
NORTHWESTERN STATES.												
1 Missouri	3,404,055	67,629	36,720	23,091	14,342	1,500	2,187	7,219	4,446	163,015	157,134	—5,881
2 Minnesota	2,387,125	56,736	34,334	26,292	31,481	2,120	2,268	2,833	3,595	162,265	159,659	—2,606
3 Kansas	1,769,257	33,318	23,724	11,256	17,529	1,247	1,149	1,732	5,572	96,599	95,527	—1,072
4 Nebraska	1,296,372	26,844	19,267	11,757	15,430	746	1,002	757	3,394	78,266	79,197	931
5 North Dakota	646,872	12,663	8,102	2,403	7,252	362	265	526	1,315	33,433	32,888	—545
6 South Dakota	636,547	13,906	8,467	2,714	14,989	485	428	414	1,726	38,182	43,129	4,947
Totals	10,140,228	211,096	130,614	77,513	101,023	6,460	7,299	13,481	20,048	571,760	567,534	—4,226
SOUTHWESTERN STATES.												
1 Texas	4,663,228	67,334	55,765	25,895	12,361	655	4,503	1,023	3,862	166,990	166,398	—592
2 Oklahoma	2,028,283	29,596	21,790	10,704	13,465	435	1,078	1,358	1,948	82,141	80,374	—1,767
3 Arkansas	1,752,204	15,950	11,592	4,688	8,686	262	607	195	1,468	38,792	43,448	4,656
4 New Mexico	360,350	6,040	4,003	1,456	3,019	127	469	56	379	14,360	15,549	1,189
Totals	8,804,065	118,920	88,150	42,743	37,531	1,479	6,657	2,632	7,657	302,283	305,769	3,486
MIDDLE ATLANTIC STATES.												
1 Pennsylvania	8,720,017	186,152	117,476	83,599	42,905	6,525	11,449	5,572	18,267	467,709	471,945	4,236
2 West Virginia	1,463,701	20,370	15,750	5,858	5,369	660	1,456	1,156	2,883	51,444	53,502	2,058
3 Maryland	1,449,661	25,693	16,639	15,714	2,922	716	1,603	1,334	2,465	69,857	67,086	—2,771
4 Dist. of Columbia	437,571	21,91	15,342	8,536	2,707	770	2,050	1,098	680	55,557	53,134	—2,423
5 Delaware	223,003	4,368	3,189	2,255	374	149	366	105	614	11,230	11,420	190
Totals	12,293,953	258,534	168,396	115,962	54,277	8,820	16,924	9,265	24,909	655,797	657,087	1,290
NEW YORK-NEW JERSEY.												
1 New York	10,385,227	300,033	124,105	94,701	50,969	12,135	22,963	12,107	20,642	642,267	637,655	—4,612
2 New Jersey	3,155,900	70,981	40,315	33,662	11,921	3,779	5,785	3,201	6,367	179,612	176,011	—3,601
Totals	13,541,127	371,014	164,420	128,363	62,890	15,914	28,748	15,308	27,009	821,879	813,666	—8,213
NEW ENGLAND STATES.												
1 Massachusetts	3,852,356	117,270	57,422	53,739	25,669	6,550	9,181	7,138	5,077	268,665	282,046	13,381
2 Connecticut	1,380,631	37,396	21,263	18,177	5,191	2,589	3,855	1,319	3,018	94,742	92,808	—1,934
3 Maine	768,014	17,481	13,297	5,927	8,490	1,553	934	1,575	2,061	44,787	51,318	6,531
4 Rhode Island	604,397	13,528	7,405	8,345	2,833	856	1,437	577	779	35,259	35,760	501
5 New Hampshire	443,083	10,241	7,897	4,186	4,206	1,041	698	1,132	1,741	29,630	31,142	1,512
6 Vermont	352,428	8,646	5,408	1,790	3,729	1,185	459	898	1,882	22,611	23,997	1,386
Totals	7,400,909	204,562	112,692	92,164	50,118	13,774	16,564	12,639	14,558	495,694	517,071	21,377
Miscellaneous												
Newsdealers		.....	.....	.....	1,067	6,727	.....	51,487	.....	54,252	59,281	5,029
Unclassified		.....	.....	22,568	.....	2,449	441	.....	3,209	42,825	28,667	—14,158
Canada		70,868	17,801	36,242	553	626	5,421	962	3,089	103,893	135,562	31,669
Alaska & U. S. Pos.		8,398	3,818	1,783	3,208	424	703	528	59	36,235	18,921	—17,314
Foreign		28,367	6,786	492	3,358	1,590	3,944	294	1,066	65,545	45,897	—19,648
Other Items		961	.....	667	197	6,691	34	1,385	1,123	1,293	11,058	9,765
Totals		108,594	28,405	61,752	8,383	18,507	10,543	54,656	8,546	304,043	299,386	—4,657
RECAPITULATION.												
1 Western	8,542,622	373,506	208,642	138,683	72,761	9,418	21,022	18,257	18,217	795,607	860,506	64,899
2 Southern	21,108,152	202,549	161,745	81,203	59,027	4,590	14,740	11,771	21,040	538,465	556,665	18,200
3 Central	23,879,564	562,189	326,475	264,958	184,520	18,277	19,032	28,724	48,669	1,406,869	1,452,844	45,975
4 Northwestern	10,140,228	211,096	130,614	77,513	101,023	6,460	7,299	13,481	20,048	571,760	567,534	—4,226
5 Southwestern	8,804,065	118,920	88,150	42,743	37,531	1,479	6,657	2,632	7,657	302,283	305,769	3,486
6 Middle Atlantic	12,293,953	258,534	168,396	115,962	54,277	8,820	16,924	9,265	24,909	655,797	657,087	1,290
7 N. Y.-N. J.	13,541,127	371,014	164,420	128,363	62,890	15,914	28,748	15,308	27,009	821,879	813,666	—8,213
8 New England	7,400,909	204,562	112,692	92,164	50,118	13,774	16,564	12,639	14,558	495,694	517,071	21,377
9 Miscellaneous		108,594	28,405	61,752	8,383	18,507	10,543	54,656	8,546	304,043	299,386	—4,657
Grand total	105,710,620	2,410,964	1,389,539	1,003,341	630,530	97,239	141,529	166,733	190,653	5,892,397	6,030,528	138,131
Page rate		—$7,000	—$4,000	—$3,000	—$1,287	—$400	—$725	—$630	—$950	—$18,157	—$17,992	—$165
Rate per agate line		—12	—9	—5	—3	—1	1.70	1.50	1.50	—34	34.70	70

— Decrease.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF LEADING CLASS PUBLICATIONS

Compiled by EDITOR & PUBLISHER, With the Co-operation of the Bureau of Advertising, American Newspaper Publishers Association.

Copyright 1924 by The Editor & Publishing Company.

TERRITORIAL MARKETS	System	Scientific American	Popular Science	Forest & Stream	Physical Culture	Field & Stream	House Beautiful	Class Magazine Total 1922	Class Magazine Total 1923	Gain or Loss 1923-1922
Total net paid	207,548	78,014	250,143	54,121	253,009	87,090	63,662	948,775	993,587	44,812
Total net paid, including bulk	209,304	78,307	250,143	54,121	259,132	89,456	63,662	953,820	1,004,125	50,305
Total distribution	219,434	82,876	253.087	55,060	261,098	92,401	66,107	988,279	1,030,063	41,784
Detailed distribution for										
WESTERN STATES.	Population 1920	May, 1923	June, 1923	April, 1923	June, 1923	April, 1923	May, 1923	Feb., 1923		
1 California	3,426,861	13,104	5,057	18,924	2,829	19,067	4,819	4,747	64,462	68,547	4,085
2 Washington	1,356,621	2,761	1,253	5,741	1,190	7,254	1,982	927	21,289	21,108	—181
3 Colorado	939,629	2,101	471	2,651	301	3,014	1,029	576	11,899	10,143	—1,756
4 Oregon	783,389	1,628	670	3,274	455	4,688	722	728	12,771	12,165	—606
5 Montana	548,889	847	322	2,436	265	2,418	884	177	6,036	7,349	1,313
6 Utah	449,396	1,018	118	1,165	141	1,252	364	142	4,201	4,200	—1
7 Idaho	431,866	610	176	1,420	225	1,392	722	87	3,911	4,632	721
8 Arizona	334,162	821	186	1,145	170	1,327	327	170	3,283	4,146	863
9 Wyoming	194,402	620	123	933	81	563	446	134	2,462	2,900	438
10 Navada	77,407	198	81	427	75	318	176	83	1,093	1,308	215
Totals	8,542,622	23,708	8,457	38,116	5,732	41,293	11,471	7,721	131,407	136,498	5,091
SOUTHERN STATES.											
1 Georgia	2,895,832	2,104	309	2,381	147	1,952	931	712	9,174	8,536	—638
2 North Carolina	2,559,123	1,681	350	2,585	250	2,298	1,003	735	7,787	8,902	1,115
3 Kentucky	2,416,630	2,032	234	1,850	241	1,001	795	772	7,562	6,925	—637
4 Tennessee	2,337,885	1,915	447	2,031	230	2,019	735	563	8,352	7,940	—412
5 Alabama	2,348,174	1,266	376	1,681	235	1,636	830	407	6,104	6,431	327
6 Virginia	2,309,187	2,090	770	2,405	382	2,142	862	528	9,837	9,179	—658
7 Mississippi	1,790,618	1,019	188	867	190	489	349	266	2,778	3,368	590
8 Louisiana	1,798,509	2,453	275	2,077	333	1,619	1,046	495	9,227	8,298	—929
9 South Carolina	1,683,724	812	243	1,355	92	935	538	213	4,427	4,188	—239
10 Florida	968,470	1,830	509	3,782	166	2,492	1,047	619	8,650	10,445	1,795
Totals	21,108,152	17,202	3,701	21,014	2,266	16,583	8,136	5,310	73,898	74,212	314
CENTRAL STATES.											
1 Illinois	6,485,280	15,565	1,767	18,390	1,561	15,111	4,637	4,283	64,441	61,314	—3,127
2 Ohio	5,759,394	14,016	3,047	18,338	1,806	15,486	5,347	4,184	65,285	62,224	—3,061
3 Michigan	3,668,412	9,963	1,171	12,484	1,317	8,790	3,697	1,991	40,869	39,413	—1,456
4 Indiana	2,930,390	5,237	608	6,955	1,058	4,883	2,211	1,453	23,052	22,405	—647
5 Wisconsin	2,632,067	4,338	761	5,994	658	4,590	1,729	935	19,408	19,005	—403
6 Iowa	2,404,021	3,708	951	6,660	649	3,914	1,899	933	19,313	18,714	—599
Totals	23,879,564	52,827	8,305	68,821	7,049	52,774	19,520	13,779	232,368	223,075	—9,293
NORTHWESTERN STATES.											
1 Missouri	3,404,055	5,714	639	6,700	707	5,149	2,086	1,896	23,774	22,891	—883
2 Minnesota	2,387,125	4,558	771	6,689	736	5,232	2,388	1,008	21,927	21,382	—545
3 Kansas	1,769,257	3,083	469	4,526	461	2,732	1,153	684	11,850	13,108	1,258
4 Nebraska	1,296,372	2,299	785	3,871	494	2,337	991	463	12,201	11,240	—961
5 North Dakota	646,872	628	244	1,837	181	1,126	334	100	3,304	4,450	1,146
6 South Dakota	636,547	639	435	1,727	211	973	403	152	4,482	4,540	58
Totals	10,140,228	16,921	3,343	25,350	2,790	17,549	7,355	4,303	77,538	77,611	73
SOUTHWESTERN STATES.											
1 Texas	4,663,228	7,815	1,032	7,375	1,575	8,027	2,567	1,647	27,260	30,038	2,778
2 Oklahoma	2,028,283	3,180	293	4,602	423	4,353	1,802	447	15,598	15,100	—498
3 Arkansas	1,752,204	1,615	121	1,716	184	1,211	782	354	5,445	5,983	538
4 New Mexico	360,350	407	137	661	95	909	210	106	2,160	2,525	365
Totals	8,804,065	13,017	1,583	14,354	2,277	14,500	5,361	2,554	50,463	53,646	3,183
MIDDLE ATLANTIC STATES.											
1 Pennsylvania	8,720,017	17,766	3,408	20,054	4,174	18,816	5,554	4,485	73,364	74,257	893
2 West Virginia	1,463,701	2,080	248	3,090	427	2,245	959	571	8,616	9,620	1,004
3 Maryland	1,449,661	2,611	406	2,478	297	1,806	830	654	9,890	9,082	—808
4 District of Columbia	437,571	1,905	288	1,717	128	2,356	617	1,151	9,052	8,162	—890
5 Delaware	223,003	215	141	353	45	319	182	111	1,066	1,366	300
Totals	12,293,953	24,577	4,491	27,692	5,071	25,542	8,142	6,972	101,988	102,487	499
NEW YORK-NEW JERSEY.											
1 New York	10,385,227	25,693	3,453	27,308	4,139	27,568	10,036	11,666	116,840	109,863	—6,977
2 New Jersey	3,155,900	7,020	2,087	6,782	1,026	5,107	2,709	1,584	26,242	26,315	73
Totals	13,541,127	32,713	5,540	34,090	5,165	32,675	12,745	13,250	143,082	136,178	—6,904
NEW ENGLAND STATES.											
1 Massachusetts	3,852,356	8,803	2,173	10,153	1,000	7,869	2,802	5,761	40,739	38,561	—2,178
2 Connecticut	1,380,631	2,698	1,133	3,647	456	2,761	1,461	1,717	14,538	13,873	—665
3 Maine	768,014	1,256	269	2,801	416	1,611	841	567	7,201	7,761	560
4 Rhode Island	604,397	878	217	1,173	112	985	473	717	5,635	4,555	—1,080
5 New Hampshire	443,083	642	255	1,967	180	717	575	438	4,442	4,774	332
6 Vermont	352,428	427	169	954	133	570	413	268	2,390	2,934	544
Totals	7,400,909	14,704	4,216	20,695	2,297	14,513	6,565	9,468	74,945	72,458	—2,487
MISCELLANEOUS.											
Newsdealers	.....	.....	28,900	.....	14,000	.....	.....	.....	48,444	42,900	—15,544
Unclassified	.....	.....	1,992	2,232	.....	350	.....	.....	6,411	4,574	—1,837
Canada	.....	10,757	773	10,749	250	15,800	1,991	1,297	41,809	41,617	—192
Alaska & U. S. Possessions	.....	528	365	1,906	79	1,671	384	282	4,338	5,215	877
Foreign	.....	1,248	4,397	1,902	107	11,891	174	607	16,510	20,326	3,816
Other Items	.....	.....	256	9,003	.....	11,168	2,542	76	5,604	23,045	17,441
Totals	.....	12,533	36,683	25,792	14,436	40,880	5,091	2,262	133,116	137,677	4,561
MARKET GROUPS.											
1 Western	8,542,622	23,708	8,457	38,116	5,732	41,293	11,471	7,721	131,407	136,498	5,091
2 Southern	21,108,152	17,202	3,701	21,014	2,266	16,583	8,136	5,310	73,898	74,212	314
3 Central	23,879,564	52,827	8,305	68,821	7,049	52,774	19,520	13,779	232,368	223,075	—9,293
4 Northwestern	10,140,228	16,921	3,343	25,350	2,790	17,549	7,355	4,303	77,538	77,611	73
5 Southwestern	8,804,065	13,017	1,583	14,354	2,277	14,500	5,361	2,554	50,463	53,646	3,183
6 Middle Atlantic	12,293,953	24,577	4,491	27,692	5,071	25,542	8,142	6,972	101,988	102,487	499
7 New York-New Jersey	13,541,127	32,713	5,540	34,090	5,165	32,675	12,745	13,250	143,082	136,178	—6,904
8 New England	7,400,909	14,704	4,216	20,695	2,297	14,513	6,565	9,468	74,945	73,458	—2,487
9 Miscellaneous	.....	12,533	36,683	25,792	14,436	40,880	5,091	2,262	133,116	137,677	4,561
Grand totals	105,710,620	208,202	76,319	275,924	47,083	256,309	84,386	65,619	1,018,805	1,013,842	—4,963
Page rate		—$1,000	—$600	—$675	$32,175	—$625	—$450	—575	$4,081.75	$4,246.75	—165
Rate per agate line		2.45	—1	1.70	.75	1.85	1.10	125	985	1,010	25

—Decrease.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROU

Compiled by EDITOR & PUBLISHER, With the Co-operation o

Copyright, 19

MARKETS	Population 1920	Cosmopolitan	American Review of Reviews	American	Harper's	McClure's	World's Work	Metro-politan	Scribner's	American Boy	Atlantic Monthly	Red Book	Century
Total net paid		1,101,160	150,795	2,021,769	66,460	195,411	104,563	190,356	72,824	234,904	113,448	700,561	32,201
Total net paid, including bulk		1,101,160	150,795	2,021,769	68,697	195,411	104,721	190,964	73,036	250,297	116,940	701,286	32,291
Total distribution		1,112,486	160,695	2,070,487	71,038	198,407	107,240	191,201	78,664	271,957	120,664	710,694	35,199
Detailed distribution for		March, 1923	April, 1923	Feb., 1923	June, 1923	April, 1923	May, 1923	April, 1923	June, 1923	June, 1923	Feb., 1923	June, 1923	April, 1923
WESTERN STATES.													
1 California	3,426,861	83,804	9,324	108,568	2,486	6,851	5,219	12,698	3,264	13,298	7,822	48,436	1,197
2 Washington	1,356,621	23,649	3,330	39,410	497	2,310	1,187	4,075	822	6,063	1,344	15,165	265
3 Colorado	939,629	13,304	1,804	29,770	444	1,125	877	2,735	678	4,463	1,445	9,801	185
4 Oregon	783,389	13,629	1,569	27,687	300	922	749	1,919	489	3,990	949	10,067	178
5 Montana	548,889	7,447	1,370	12,405	156	621	529	736	281	1,665	382	4,996	91
6 Utah	449,396	5,079	894	6,572	89	266	233	1,114	158	1,059	323	3,459	51
7 Idaho	431,866	5,164	1,042	9,481	117	368	308	1,028	227	1,322	257	3,164	58
8 Arizona	334,162	4,412	810	5,449	96	299	308	450	167	646	321	2,647	59
9 Wyoming	194,402	4,088	1,476	5,553	76	315	189	487	112	590	178	3,263	32
10 Nevada	77,407	1,871	359	1,485	28	113	92	166	34	233	66	1,017	6
Total	8,542,622	162,447	21,978	246,380	4,289	13,190	9,691	25,408	6,232	33,329	13,087	102,015	2,122
SOUTHERN STATES.													
1 Georgia	2,895,832	15,785	1,629	18,839	287	1,268	572	1,763	461	1,902	701	7,381	126
2 North Carolina	2,559,123	9,996	1,782	22,206	369	670	859	1,099	568	2,062	869	6,491	371
3 Kentucky	2,416,630	9,431	1,619	23,339	384	759	635	1,315	551	2,627	876	7,332	167
4 Tennessee	2,337,885	11,184	1,412	25,370	319	742	556	1,273	350	2,914	616	9,376	129
5 Alabama	2,348,174	8,155	2,042	16,344	196	883	387	1,013	308	1,433	539	6,434	83
6 Virginia	2,309,187	16,175	2,227	24,820	609	1,381	1,013	1,897	886	2,383	1,256	9,523	211
7 Mississippi	1,790,618	6,597	1,019	10,041	142	342	275	606	329	1,201	262	4,021	77
8 Louisiana	1,798,509	12,073	1,418	15,338	210	729	418	1,813	310	1,542	800	8,013	82
9 South Carolina	1,683,724	5,396	922	10,749	220	367	397	584	219	1,098	469	2,934	75
10 Florida	968,470	13,307	1,581	16,096	264	826	568	1,322	427	1,821	836	8,532	113
Total	21,108,152	108,099	15,651	183,142	3,000	7,967	5,680	12,685	4,409	18,983	7,224	70,037	1,200
CENTRAL STATES.													
1 Illinois	6,485,280	66,250	7,905	141,069	2,612	4,408	3,446	13,914	3,898	16,094	8,537	37,654	1,131
2 Ohio	5,759,394	67,758	7,684	167,106	2,192	9,650	3,714	11,771	2,976	17,180	6,547	43,110	966
3 Michigan	3,668,412	52,621	5,339	107,274	1,194	2,258	2,247	5,901	1,731	11,609	3,664	26,305	490
4 Indiana	2,930,390	24,431	3,240	68,074	891	1,472	1,154	3,887	1,308	6,196	1,962	16,843	395
5 Wisconsin	2,632,067	19,478	2,772	56,200	844	2,032	1,432	2,383	1,151	5,236	2,169	11,420	373
6 Iowa	2,404,021	18,243	3,119	66,051	925	2,884	1,452	3,143	1,171	8,041	1,600	14,329	574
Total	23,879,564	244,781	30,059	605,774	8,658	22,704	13,445	40,999	12,235	64,356	24,479	149,661	3,929
NORTHWESTERN STATES.													
1 Missouri	3,404,055	31,000	2,652	63,575	711	1,821	1,250	4,113	1,039	8,768	2,623	19,051	323
2 Minnesota	2,387,125	21,906	3,136	58,627	827	2,674	1,721	3,111	1,169	7,150	2,662	15,872	387
3 Kansas	1,769,257	10,797	2,566	37,293	474	1,281	923	2,943	499	4,350	1,041	9,525	209
4 Nebraska	1,296,372	11,801	1,913	33,171	400	1,513	697	1,469	472	4,455	842	9,387	161
5 North Dakota	646,872	4,025	1,031	9,447	94	439	367	451	151	1,629	255	2,697	55
6 South Dakota	636,547	4,299	1,100	10,711	147	977	384	589	183	1,860	312	3,320	74
Total	10,140,228	83,828	12,398	212,824	2,653	8,705	5,342	12,676	3,513	28,212	7,735	59,852	1,209
SOUTHWESTERN STATES.													
1 Texas	4,663,228	38,790	4,257	66,235	546	1,659	1,340	5,025	931	7,815	1,278	28,028	267
2 Oklahoma	2,028,283	18,649	1,950	32,352	202	1,128	584	3,427	416	2,724	413	12,024	86
3 Arkansas	1,752,204	7,671	998	15,398	128	271	291	638	203	1,281	378	5,568	64
4 New Mexico	360,350	2,830	461	4,709	70	181	235	469	112	510	212	1,796	37
Total	8,804,065	67,940	7,666	118,694	946	3,239	2,450	9,559	1,662	12,330	2,281	47,416	454
MIDDLE ATLANTIC STATES.													
1 Pennsylvania	8,720,017	82,197	14,342	155,643	3,516	19,720	4,660	17,685	5,087	17,567	9,296	49,702	1,354
2 West Virginia	1,463,701	10,822	1,908	18,971	315	875	660	1,429	583	1,691	773	8,389	132
3 Maryland	1,449,661	14,211	1,453	17,426	670	1,117	829	2,000	912	2,630	1,861	6,873	237
4 Dist. of Columbia	437,571	23,950	1,676	15,607	572	1,413	776	1,411	1,026	2,234	2,085	5,311	196
5 Delaware	223,003	1,750	441	3,385	111	274	145	276	174	347	307	993	43
Total	12,293,953	132,930	19,820	211,032	5,184	23,399	7,070	22,801	7,782	24,469	14,322	71,268	1,982
NEW YORK-NEW JERSEY.													
1 New York	10,385,227	146,800	22,658	196,516	6,728	22,080	8,953	30,043	13,473	22,441	21,922	70,660	2,365
2 New Jersey	3,155,900	27,060	4,723	51,035	1,916	5,150	2,414	11,227	2,904	5,976	4,440	18,167	658
Total	13,541,127	173,860	27,381	247,551	8,644	27,230	11,367	41,270	16,377	28,417	26,362	88,827	3,023
NEW ENGLAND STATES.													
1 Massachusetts	3,852,356	56,262	5,430	100,318	4,104	8,422	5,264	5,567	5,096	9,117	12,223	26,818	1,366
2 Connecticut	1,380,631	15,787	2,303	33,983	1,393	3,362	1,621	2,196	2,055	3,380	3,329	9,742	456
3 Maine	768,014	7,157	1,190	15,628	606	613	825	502	884	1,970	971	4,858	195
4 Rhode Island	604,397	6,783	627	13,588	415	1,980	570	832	500	1,304	1,079	3,506	130
5 New Hampshire	443,083	3,496	694	9,518	483	444	654	786	611	1,065	802	2,065	179
6 Vermont	352,428	2,643	587	7,541	397	432	542	356	508	1,003	646	1,749	120
Total	7,400,909	92,128	10,831	180,576	7,398	15,253	9,476	10,239	9,654	17,839	19,050	48,738	2,446
MISCELLANEOUS.													
Newsdealers	.....	.....	.....	.....	21,900	72,246	31,938	.....	.....	.....	.....	.....	13,472
Unclassified	.....	.....	2,216	.....	123	3,856	.....	52	1,881	.....	.....	746	.....
Canada	.....	66,888	4,799	31,131	496	274	908	8,328	807	2,541	2,027	47,128	297
Alaska & U. S. Pos.	.....	3,478	1,661	4,905	175	344	206	121	466	377	514	3,184	160
Foreign	.....	3,973	1,929	5,194	781	471	3,331	769	1,505	779	2,482	6,978	840
Other items	.....	214	.....	.....	2,101	.....	329	214	182	13,981	44	.....	426
Total	.....	74,553	10,605	41,230	2,101	77,191	36,712	9,484	4,841	17,678	5,067	58,036	15,195
MARKET GROUPS.													
1 Western	8,542,622	162,447	21,978	246,380	4,289	13,190	9,691	25,408	6,232	33,329	13,087	102,015	2,122
2 Southern	21,108,152	108,099	15,651	183,142	3,000	7,967	5,680	12,685	4,409	18,983	7,224	70,037	1,200
3 Central	23,879,564	244,781	30,059	605,774	8,658	22,704	13,445	40,999	12,235	64,356	24,479	149,661	3,929
4 Northwestern	10,140,228	83,828	12,398	212,824	2,653	8,705	5,342	12,676	3,513	28,212	7,735	59,852	1,209
5 Southwestern	8,804,065	67,940	7,666	118,694	946	3,239	2,450	9,559	1,662	12,330	2,281	47,416	454
6 Middle Atlantic	12,293,953	132,930	19,820	211,032	5,184	23,399	7,070	22,801	7,782	24,469	14,322	71,268	1,982
7 N. Y.-N. J.	13,541,127	173,860	27,381	247,551	8,644	27,230	11,367	41,270	16,377	28,417	26,362	88,827	3,023
8 New England	7,400,909	92,128	10,831	180,576	7,398	15,253	9,476	10,239	9,654	17,839	19,050	48,738	2,446
9 Miscellaneous	.....	74,553	10,605	41,230	25,576	77,191	36,712	9,484	4,841	17,678	5,067	58,036	15,195
Grand Total	105,710,620	1,140,566	156,389	2,047,203	66,348	198,878	101,233	185,121	66,705	245,613	119,607	695,850	31,560
Page rate		—$3,000	—$360	—$5,000	—$300	—$675	—$350	—$400	—$300	—$1,700	—$350	—$1,800	—$250
Rate per agate line		—7	190	—12	150	1.75	1.75	—1	1.50	2.25	1.75	—5	1.50

—Decrease.

AND ADVERTISING RATES OF THE LEADING MONTHLY MAGAZINES

Bureau of Advertising, American Newspaper Publishers Association.

THE EDITOR & PUBLISHER COMPANY

MARKETS		Blue Book	Hearst's	Everybody's	Saint Nicholas	Boy's Magazine	Photoplay	Motion Picture	Munsey's	Current Opinion	General Magazines Total 1922	General Magazines Total 1923	Gain or Loss 1923-1922
Total net paid		199,864	390,131	355,727	63,056	77,301	486,537	369,610	77,457	85,118	6,725,270	7,089,253	363,983
Total net paid, including bulk		200,078	390,131	355,727	63,056	77,384	486,793	375,937	77,457	87,298	6,778,304	7,121,228	343,924
Total distribution		202,317	407,302	384,571	64,176	92,822	495,208	379,954	78,274	94,314	6,938,955	7,327,670	388,715
Detailed distribution for	Population 1920	June, 1923	Mar., 1923	Mar., 1923	Apr., 1923	June, 1923	June, 1923	May, 1923	June, 1923	April, 1923			
WESTERN STATES.													
1 California	3,426,861	16,581	28,806	27,338	4,194	1,899	42,369	29,718	343	4,272	361,355	458,487	97,132
2 Washington	1,356,621	5,033	7,599	8,735	709	1,301	10,617	7,081	72	1,222	118,115	140,486	22,371
3 Colorado	939,629	3,071	3,912	1,407	585	643	5,648	3,707	78	857	81,684	86,539	4,855
4 Oregon	783,389	3,520	4,256	3,676	557	807	4,703	3,116	24	738	70,245	83,845	13,600
5 Montana	548,889	1,376	2,529	178	334	521	2,044	1,759	39	527	39,902	39,986	84
6 Utah	449,396	655	1,549	83	104	165	2,241	2,109	16	431	25,264	26,650	1,386
7 Idaho	431,866	796	1,637	80	186	397	1,259	1,261	14	384	28,152	28,550	398
8 Arizona	334,162	727	1,931	84	171	169	932	849	18	333	20,305	20,878	573
9 Wyoming	194,402	825	1,227	83	102	188	1,436	893	31	195	20,034	21,339	1,305
10 Nevada	77,407	315	817	51	49	58	428	393	9	118	7,089	7,708	619
Total	8,542,622	32,899	54,263	41,715	6,991	6,148	71,677	50,886	644	9,077	772,145	914,468	142,323
SOUTHERN STATES.													
1 Georgia	2,895,832	1,581	4,531	162	361	537	4,986	2,787	45	1,099	64,233	66,803	2,570
2 North Carolina	2,559,123	1,453	2,889	173	463	636	3,731	1,792	41	1,151	49,881	59,437	9,556
3 Kentucky	2,416,630	1,903	3,612	1,827	488	597	3,907	2,616	93	1,034	61,209	65,112	3,903
4 Tennessee	2,337,885	2,067	3,377	162	357	447	4,386	2,769	51	1,009	59,856	68,866	9,010
5 Alabama	2,348,174	1,396	2,765	362	230	489	3,208	2,167	41	826	43,469	49,301	5,832
6 Virginia	2,309,187	2,617	4,768	309	629	628	5,775	3,080	131	1,274	73,504	81,592	8,088
7 Mississippi	1,790,618	876	2,381	128	180	360	1,441	916	42	595	30,227	31,831	1,604
8 Louisiana	1,798,509	1,937	3,956	4,423	209	341	4,510	5,080	39	692	55,487	63,933	8,446
9 South Carolina	1,683,724	719	1,383	108	239	296	2,151	902	34	566	29,017	29,828	811
10 Florida	968,470	1,907	4,378	236	314	685	3,496	2,598	54	771	57,940	60,132	2,192
Total	21,108,152	16,456	34,040	7,890	3,470	5,016	37,591	24,707	571	9,017	524,823	576,835	52,012
CENTRAL STATES.													
1 Illinois	6,485,280	11,944	31,581	22,733	3,009	3,843	33,892	26,330	315	3,540	418,760	444,105	25,345
2 Ohio	5,759,394	10,634	23,586	27,106	2,862	2,909	26,884	23,853	377	3,639	398,479	458,504	60,025
3 Michigan	3,668,412	6,307	20,664	14,915	1,636	1,564	14,418	12,686	186	2,033	256,526	295,042	38,516
4 Indiana	2,930,390	5,125	8,677	5,453	1,088	1,203	11,118	7,863	153	1,589	157,414	172,122	14,708
5 Wisconsin	2,632,067	3,083	7,976	2,688	1,496	1,218	9,648	5,927	109	1,885	126,456	139,520	13,064
6 Iowa	2,404,021	3,614	7,651	947	912	1,609	7,833	5,225	129	1,497	146,445	150,949	4,504
Total	23,879,564	40,707	100,135	73,842	11,003	12,346	103,793	81,884	1,269	14,183	1,504,080	1,660,242	156,162
NORTHWESTERN STATES.													
1 Missouri	3,404,055	5,018	11,199	2,759	1,015	1,137	11,672	9,157	116	1,620	167,600	180,619	13,019
2 Minnesota	2,387,125	4,220	7,719	6,287	1,107	1,244	8,875	5,586	144	1,387	160,379	155,811	—4,568
3 Kansas	1,769,257	2,000	4,214	816	564	1,238	3,990	3,476	82	902	87,598	89,183	1,585
4 Nebraska	1,296,372	2,108	4,388	1,348	420	803	4,934	2,796	51	998	79,188	84,127	4,939
5 North Dakota	646,872	651	1,679	128	156	617	1,161	838	21	446	27,009	26,338	—671
6 South Dakota	636,547	787	1,912	131	229	501	1,502	842	34	482	29,449	30,376	927
Total	10,140,228	14,784	31,111	11,469	3,491	5,540	32,134	22,695	448	5,835	551,223	566,454	15,231
SOUTHWESTERN STATES.													
1 Texas	4,663,228	6,677	12,678	428	675	1,560	12,664	9,493	83	2,221	198,228	202,650	4,422
2 Oklahoma	2,028,283	2,473	6,576	166	279	659	5,280	4,389	17	1,023	89,624	94,808	5,184
3 Arkansas	1,752,204	1,183	2,573	101	152	543	2,523	1,559	25	663	37,645	42,211	4,566
4 New Mexico	360,350	491	999	69	97	168	753	633	22	229	14,045	15,083	1,038
Total	8,804,065	10,824	22,826	764	1,203	2,921	21,220	16,074	147	4,136	339,542	354,752	15,210
MIDDLE ATLANTIC STATES													
1 Pennsylvania	8,720,017	13,851	29,546	23,925	4,342	3,471	39,648	36,497	629	4,985	504,215	537,663	36,448
2 West Virginia	1,463,701	2,177	3,611	185	382	690	3,968	2,892	44	941	58,539	61,458	2,919
3 Maryland	1,449,661	2,331	6,863	3,769	745	371	4,309	5,875	125	870	66,927	75,477	8,550
4 Dist. of Columbia	437,571	1,755	4,612	2,670	546	110	3,815	4,106	52	617	66,826	74,540	7,714
5 Delaware	223,003	330	633	1,246	194	64	776	731	28	102	12,162	12,350	188
Total	12,293,953	20,444	45,265	31,795	6,209	4,706	52,516	50,101	878	7,515	708,669	761,488	52,819
NEW YORK-NEW JERSEY.													
1 New York	10,385,227	20,948	60,799	46,096	8,025	3,202	66,598	62,456	906	7,202	801,028	840,871	39,843
2 New Jersey	3,155,900	5,141	10,118	18,885	2,881	1,041	18,246	19,223	256	2,043	201,726	213,504	11,778
Total	13,541,127	26,089	70,917	64,981	10,906	4,243	84,844	81,679	1,162	9,245	1,002,754	1,054,375	51,621
NEW ENGLAND.													
1 Massachusetts	3,852,356	8,062	20,377	28,142	4,129	1,209	25,280	15,830	562	2,307	306,868	345,885	39,017
2 Connecticut	1,380,631	3,207	4,811	430	1,458	451	10,717	6,026	212	911	98,927	107,830	8,903
3 Maine	768,014	1,300	2,028	279	520	627	3,254	2,331	140	459	42,500	46,337	3,837
4 Rhode Island	604,397	1,222	2,277	150	438	126	4,840	2,471	67	252	42,402	43,157	755
5 New Hampshire	443,083	682	1,180	180	420	224	2,088	1,383	89	298	26,108	27,341	1,233
6 Vermont	352,428	522	711	170	409	279	1,422	813	82	232	20,922	21,164	242
Total	7,400,909	14,995	31,384	29,351	7,374	2,916	47,601	28,854	1,152	4,459	537,727	591,714	53,987
MISCELLANEOUS.													
Newsdealers	.....	.....	.....	86,175	10,133	21,285	.....	.....	60,375	10,365	546,087	327,889	—218,198
Unclassified	.....	.....	.....	7,958	.....	.....	.....	.....	206	9,689	34,078	26,727	—7,351
Canada	.....	17,414	9,559	514	934	369	15,112	12,568	288	407	202,736	222,789	20,053
Alaska & U. S. Pos.	.....	1,346	1,169	.....	284	138	1,097	1,601	97	572	20,634	21,895	1,261
Foreign	.....	3,154	939	922	899	123	5,520	1,738	955	288	45,344	43,570	—1,774
Other items	.....	.....	124	.....	21	678	401	9,264	13	13,082	7,362	41,074	33,712
Total	.....	21,914	11,791	95,569	12,271	22,593	22,130	25,171	61,934	34,403	856,241	683,944	—172,297
MARKET GROUPS.													
1 Western	8,542,622	32,899	54,263	41,715	6,991	6,148	71,677	50,886	644	9,077	772,145	914,468	142,323
2 Southern	21,108,152	16,456	34,040	7,890	3,470	5,016	37,591	24,707	571	9,017	524,823	576,835	52,012
3 Central	23,879,564	40,707	100,135	73,842	11,003	12,346	103,793	81,884	1,269	14,183	1,504,080	166,242	156,162
4 Northwestern	10,140,228	14,784	31,111	11,469	3,491	5,540	32,134	22,695	448	5,835	551,223	566,454	15,231
5 Southwestern	8,804,065	10,824	22,826	764	1,203	2,921	21,220	16,074	147	4,136	339,542	354,752	15,210
6 Middle Atlantic	12,293,953	20,444	45,265	31,795	6,209	4,706	52,516	50,101	878	7,515	708,669	761,488	52,819
7 N. Y.-N. J.	13,541,127	26,089	70,917	64,981	10,906	4,243	84,844	81,679	1,162	9,245	1,002,754	1,054,375	51,621
8 New England	7,400,909	14,995	31,384	29,351	7,374	2,916	47,601	28,854	1,152	4,459	537,727	591,714	53,987
9 Miscellaneous	.....	21,914	11,791	95,569	12,271	22,593	22,130	25,171	61,934	34,403	856,241	683,944	—172,297
Grand Total	105,710,620	199,112	401,732	357,376	62,918	66,429	473,506	382,051	68,205	97,870	6,797,204	7,164,272	367,068
Page rate		—$250	—$1,350	—$450	—$250	—$850	—$1,050	—$750	—$250	—$300	—$19,440	$19,985	—$545
Rate per agate line		1.25	3.50	2 25	1.50	1.25	2 60	1.80	1.50	1.50	54.55	56.05	1.50

—Decrease.

NEWSPAPER LINEAGE, 23 CHIEF CITIES, 1914-1923

TEN years of newspaper advertising in 107 newspapers of 23 large American cities show a steady, almost uninterrupted, growth in volume, with 1923 making a new high level of 1,190,907,700 agate lines. The 1914 total, the first comprehensive tabulation ever made, was 662,586,542 agate lines, the total for last year representing a gain for the decade of 528,321,158 agate lines, or almost 80 per cent.

The 1923 gain over 1922 was 77,887,025 lines, or 7 per cent.

The 1923 gain over the previous high mark, made in 1920, of 1,175,021,331 lines, was 15,886,369 agate lines, or 1.2 per cent.

On the opposite page appears a chart showing monthly fluctuations for the past ten years, based on the monthly totals on this and the two following pages. The 1923 section of the chart shows the year's volume twice breaking through for new monthly records, May and October each passing 111,000,000 lines. A curious feature of last year's chart is that December advertising did not exceed that for November, the graph showing a steady drop from the October peak. Newspapers which are included in the tabulation are:

Atlanta Georgian American, Atlanta Journal, Baltimore American, Baltimore News, Baltimore Sun, Baltimore Evening Sun, Birmingham Age-Herald, Birmingham News, Boston American, Boston Globe, Boston Herald and Traveler, Boston Post, Boston Telegram, Boston Transcript, Buffalo Commercial, Buffalo Courier and Enquirer, Buffalo Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald & Examiner, Chicago Journal, Chicago Post, Chicago Tribune, Cincinnati Commercial Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland News and News-Leader, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal, Kansas City Post, Kansas City Star and Times, Los Angeles Express, Los Angeles Herald, Los Angeles Record, Los Angeles Examiner, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Milwaukee Wisconsin News and Sunday Telegram, Minneapolis Journal, Minneapolis Tribune, Minneapolis News (Jan. 1-June 28, 1923); New Orleans Item, New Orleans States, New Orleans Times-Picayune, New York American, Brooklyn Eagle, Brooklyn Times, Brooklyn Standard Union, New York Commercial, New York Evening Post, New York Sun & Globe, New York Globe (Jan. 1-June 2, 1923); New York Evening Telegram, New York Evening World, New York Herald, New York Daily News, New York Times, New York Tribune, New York World, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Public Ledger, Philadelphia North American, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, Portland Telegram, Portland News, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star, St. Louis Times, St. Paul Dispatch, St. Paul Pioneer Press, San Francisco Bulletin, San Francisco Examiner, San Francisco Chronicle, San Francisco Daily News, San Francisco Call-Post, San Francisco Journal, Washington Post, Washington Star, Washington Times, Washington Herald and Washington News.

1923

	January	February	March	April	May	June	July	August	September	October	November	December	City Total
Atlanta	1,373,274	1,429,730	1,803,998	1,887,160	1,957,732	1,647,604	1,554,560	1,501,584	1,652,630	2,023,770	1,935,010	1,866,284	20,633,3[illegible]
Baltimore	3,970,499	3,576,656	4,696,165	5,008,707	5,050,620	4,601,030	3,859,931	3,511,708	4,196,027	4,867,060	4,770,666	4,289,650	52,398,7[illegible]
Birmingham	1,532,328	1,510,460	2,215,486	1,959,748	1,970,948	1,906,058	2,043,902	1,857,912	1,992,032	2,180,626	2,143,904	2,287,068	23,600,47[illegible]
Boston	4,562,423	4,181,021	5,914,108	6,151,652	6,278,810	5,487,908	4,262,953	4,204,539	5,508,479	5,964,113	5,861,129	4,950,337	63,327,[illegible]
Buffalo	2,964,896	2,630,370	3,609,176	3,879,647	3,889,668	3,482,475	2,684,687	2,497,529	3,247,556	3,871,706	3,735,465	3,684,453	40,177,[illegible]
Chicago	6,576,975	5,873,121	7,406,139	7,690,248	7,526,859	6,711,930	5,223,255	5,201,430	6,751,593	7,486,350	7,228,677	6,934,836	80,611,[illegible]
Cincinnati	3,155,100	3,064,500	3,798,900	3,763,500	3,758,100	3,450,000	3,061,200	2,942,100	3,259,800	3,607,500	3,602,700	3,772,714	41,146,[illegible]
Cleveland	3,490,875	3,279,450	4,238,400	4,443,450	4,376,550	4,031,400	3,448,425	3,422,025	3,908,175	4,353,000	4,247,000	4,124,427	47,463,[illegible]
Detroit	4,307,100	3,870,776	4,884,418	5,242,300	5,261,662	4,654,034	4,051,978	4,028,864	4,818,030	5,066,698	4,937,156	4,716,474	55,839,[illegible]
Houston	1,944,978	1,818,278	2,318,484	2,455,768	2,393,846	2,152,542	2,194,836	2,061,262	2,344,578	2,793,266	2,814,042	2,889,796	28,171,[illegible]
Indianapolis	2,712,357	2,537,412	3,221,307	3,135,747	3,207,039	2,915,784	2,478,372	2,372,445	2,958,178	3,057,516	3,079,638	3,124,521	34,808,[illegible]
Kansas City	2,614,964	2,733,523	3,394,054	3,401,763	3,444,455	3,349,994	2,782,156	2,701,685	3,103,583	3,326,522	3,259,624	3,093,581	37,205,[illegible]
Los Angeles	7,550,732	7,074,858	8,260,252	8,391,684	8,609,860	7,942,298	7,263,169	7,386,834	7,556,298	8,395,159	8,522,255	8,282,232	95,778,[illegible]
Milwaukee	2,720,944	2,433,383	3,115,935	3,295,355	3,376,214	2,906,065	2,494,104	2,561,389	2,983,469	3,289,676	3,390,320	3,170,327	35,737,[illegible]
Minneapolis	2,633,409	2,750,192	3,234,972	3,675,816	3,433,085	3,027,148	2,296,033	2,588,348	3,042,066	3,350,027	3,076,899	2,897,415	34,239,[illegible]
New Orleans	2,591,694	2,426,583	3,273,022	3,281,942	3,181,808	2,830,316	2,783,365	2,601,786	3,102,679	3,379,987	3,162,439	4,027,545	36,643,[illegible]
New York	14,110,200	11,951,634	14,672,634	16,630,614	15,616,644	13,793,456	10,751,018	10,025,332	10,021,602	16,466,140	14,698,850	14,103,492	160,425,[illegible]
Philadelphia	6,797,280	6,149,873	7,704,161	7,860,648	8,087,400	7,463,066	5,593,212	5,448,229	6,985,792	8,196,388	7,725,160	7,047,042	85,058,[illegible]
Portland	2,979,230	2,555,154	3,145,464	3,184,706	3,189,452	3,022,320	2,724,372	2,672,628	2,936,150	3,172,212	3,067,904	3,000,914	35,650,[illegible]
St. Louis	3,462,700	3,606,880	4,283,960	4,523,560	4,283,340	3,897,260	3,093,440	3,154,900	4,005,560	4,311,240	4,223,700	4,205,120	47,051,[illegible]
St. Paul	2,008,314	2,049,082	2,473,954	2,740,878	2,919,096	2,314,998	1,940,764	2,123,086	2,263,422	2,642,150	2,500,764	2,274,076	28,250,[illegible]
San Francisco	4,375,952	4,212,656	4,981,354	4,926,208	5,238,717	4,506,375	4,265,131	4,323,165	4,334,291	4,960,327	4,874,131	4,704,090	55,702,[illegible]
Washington	3,634,277	3,472,710	4,370,409	4,300,893	4,398,133	4,175,462	3,627,456	3,165,140	3,929,411	4,472,132	4,348,392	4,461,166	49,254,[illegible]
Totals by months	92,070,501	85,188,302	106,926,752	110,831,994	111,450,038	100,269,523	84,478,319	82,353,920	94,891,401	111,233,565	107,305,825	103,907,560	1,190,907,700

1922

	January	February	March	April	May	June	July	August	September	October	November	December	City Totals
Atlanta	1,332,194	1,363,054	1,523,026	1,645,714	1,624,322	1,378,328	1,432,158	1,523,536	1,431,552	1,758,190	1,658,118	1,658,930	18,329,1[illegible]
Baltimore	3,662,285	3,108,921	4,133,018	4,545,524	4,642,353	4,493,869	3,708,037	3,594,681	4,186,609	4,782,530	4,649,143	4,421,987	49,928,9[illegible]
Birmingham	1,634,850	1,461,810	1,550,934	1,721,650	1,554,308	1,547,252	1,461,502	1,427,874	1,493,338	1,801,814	1,710,520	1,787,926	19,153,7[illegible]
Boston	4,661,976	4,061,086	5,545,089	5,848,799	5,664,252	5,156,496	4,033,259	4,331,537	5,069,276	5,955,012	5,925,645	5,525,931	61,778,1[illegible]
Buffalo	2,820,703	2,477,217	3,278,319	3,373,073	3,415,688	3,022,157	2,527,507	2,609,978	2,993,906	3,655,557	3,440,855	3,672,009	37,286,9[illegible]
Chicago	5,651,277	4,955,973	6,434,493	6,606,688	6,478,047	6,013,521	5,005,191	5,072,649	6,113,805	7,275,537	6,858,636	6,684,786	73,150,6[illegible]
Cincinnati	2,925,000	2,610,000	3,093,000	3,203,700	3,179,100	2,748,293	2,768,100	2,579,700	2,805,300	3,420,000	3,442,500	3,391,600	36,166,2[illegible]
Cleveland	3,403,425	2,831,400	3,550,200	3,695,400	3,744,150	3,471,675	3,119,025	3,142,350	3,462,075	3,961,200	3,972,900	3,962,400	42,316,2[illegible]
Detroit	4,029,592	3,408,776	4,299,246	4,415,684	4,615,240	4,423,818	3,645,866	3,657,360	3,972,822	4,938,626	4,581,836	4,573,604	50,562,[illegible]
Houston	1,840,650	1,685,628	2,034,858	2,330,020	2,177,854	2,109,464	1,957,704	1,776,250	1,949,500	2,322,586	2,322,726	2,500,240	25,007,[illegible]
Indianapolis	2,552,259	2,342,610	3,018,948	2,342,610	3,092,502	2,768,475	2,495,124	2,362,371	2,697,666	3,058,179	2,934,393	3,180,357	32,845,[illegible]
Kansas City	2,356,572	2,395,493	2,866,177	3,072,297	2,906,029	2,826,116	2,586,387	2,494,871	2,790,204	3,189,884	3,095,205	3,073,425	33,652,[illegible]
Los Angeles	6,995,072	6,118,098	7,087,192	7,251,384	7,319,284	7,102,368	6,874,518	6,738,368	6,938,526	7,702,436	7,874,286	7,652,260	85,653,[illegible]
Milwaukee	2,656,716	2,166,171	2,788,912	2,852,431	2,800,506	2,765,153	2,180,578	2,239,011	2,462,975	3,432,217	3,220,999	3,248,719	34,992,[illegible]
Minneapolis	2,269,694	2,496,013	2,842,154	3,210,721	3,094,621	2,791,527	2,588,474	2,724,308	3,072,989	3,093,982	2,959,554	2,954,686	31,920,[illegible]
New Orleans	2,765,194	2,268,095	2,881,092	3,337,058	2,985,515	2,748,293	2,742,657	2,616,192	2,702,521	3,356,224	3,039,113	3,729,805	35,171,[illegible]
New York	13,544,936	11,337,442	13,904,268	14,398,424	14,377,976	13,363,298	10,707,422	10,640,180	13,040,332	16,104,500	14,738,884	14,471,986	160,629,[illegible]
Philadelphia	6,459,987	5,585,580	6,759,595	7,046,978	7,121,160	6,812,709	5,394,289	5,478,877	6,409,127	7,761,602	7,586,028	7,157,468	79,573,[illegible]
Portland	2,942,408	2,586,010	3,248,204	3,405,206	3,176,628	3,042,046	2,933,322	2,924,474	2,946,314	3,380,698	3,425,212	3,377,304	37,387,[illegible]
St. Louis	3,280,900	3,097,800	3,837,460	4,110,460	3,959,420	3,653,540	3,233,860	3,176,440	3,672,300	4,418,420	4,195,220	4,220,900	44,856,[illegible]
St. Paul	1,751,974	1,689,030	2,170,630	2,303,014	2,361,310	2,053,968	1,348,200	1,334,578	2,090,746	2,545,942	2,433,858	2,436,518	24,519,[illegible]
San Francisco	4,031,062	3,579,492	4,232,074	4,520,334	4,594,632	4,281,508	4,004,518	4,015,242	4,057,312	4,794,902	4,525,108	4,475,310	51,111,[illegible]
Washington	3,671,120	3,451,232	4,081,220	4,369,024	4,121,735	3,928,865	3,367,581	3,198,490	3,690,849	4,657,889	4,351,153	4,135,605	47,024,[illegible]
Totals by Months	87,239,846	77,076,931	95,160,109	99,606,203	99,006,632	95,502,739	80,115,279	79,659,317	90,050,044	107,367,927	102,941,892	102,293,756	1,113,020,675

1921

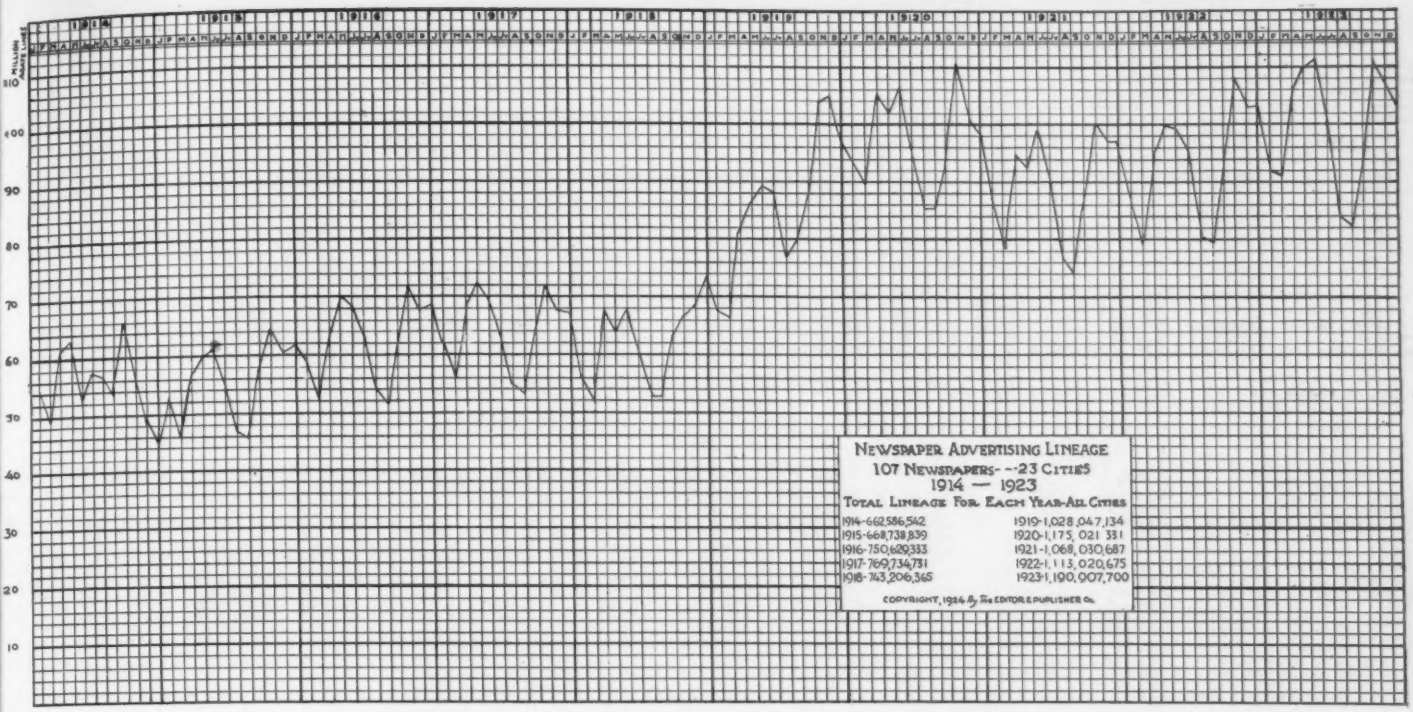
City	January	February	March	April	May	June	July	August	September	October	November	December	City Totals
Atlanta	2,149,283	2,250,923	2,541,133	2,381,270	2,511,596	2,273,726	2,007,751	1,835,854	2,033,053	2,365,741	2,365,513	2,305,479	27,021,322
Baltimore	4,073,846	3,334,684	4,174,305	4,300,943	4,612,794	3,349,972	3,460,091	3,235,510	4,121,172	4,623,671	4,302,725	4,005,887	47,595,608
Birmingham	1,745,575	1,708,770	1,921,360	1,794,002	1,890,518	1,616,538	1,484,588	1,389,220	1,544,270	1,789,424	1,561,420	1,705,200	20,150,886
Boston	4,100,617	3,660,200	4,968,464	4,880,927	5,561,721	4,727,466	3,855,811	3,668,750	4,606,700	5,547,201	5,224,908	5,266,569	56,069,334
Buffalo	2,966,809	2,616,311	3,421,268	3,205,254	3,361,893	2,916,755	2,395,764	2,346,167	2,895,037	3,463,143	3,179,609	3,394,291	36,162,301
Chicago	5,576,178	4,889,763	5,984,865	6,030,921	6,215,685	5,689,413	4,620,030	4,629,387	5,388,081	6,261,606	6,002,385	6,258,906	67,547,230
Cincinnati	2,782,800	2,492,400	3,101,100	3,047,700	3,146,700	2,888,100	2,565,300	2,436,300	2,796,000	3,348,600	3,290,400	3,471,000	35,366,400
Cleveland	3,912,375	3,544,125	4,078,725	3,949,350	4,236,525	3,764,400	3,205,950	3,073,350	3,434,175	3,827,925	3,656,700	3,641,100	44,324,700
Detroit	3,675,910	3,365,502	4,382,644	4,295,130	4,712,036	4,174,912	3,455,508	3,556,630	4,056,668	4,603,046	4,376,708	4,470,046	49,124,748
Houston	1,968,568	1,887,998	2,310,238	2,138,682	2,336,614	2,028,096	1,905,176	1,764,868	2,062,578	2,270,864	2,239,258	2,265,228	25,178,168
Indianapolis	2,764,718	2,483,433	3,019,521	2,857,560	3,148,896	2,754,822	2,315,262	2,236,278	2,571,707	3,048,570	2,787,606	2,952,408	32,940,781
Kansas City	2,430,350	2,485,682	2,716,861	2,554,700	2,712,022	2,452,622	2,192,995	1,987,478	2,240,763	2,603,719	2,585,153	2,550,396	29,512,721
Los Angeles	6,897,726	5,943,966	6,725,558	6,637,862	7,038,640	6,870,220	6,279,840	6,134,968	6,409,130	7,395,654	7,475,958	7,618,590	81,428,112
Milwaukee	2,537,312	2,114,684	2,672,229	2,680,820	2,916,096	2,518,119	2,109,208	2,307,595	2,426,901	2,773,175	2,693,691	2,804,676	30,554,506
Minneapolis	2,251,560	2,323,720	2,713,816	2,856,924	3,017,532	2,557,124	2,323,359	2,315,836	2,806,580	2,938,097	2,761,640	2,576,294	31,442,482
New Orleans	2,624,440	2,357,114	3,063,948	2,814,952	3,087,439	2,705,585	2,545,928	2,596,395	2,711,307	3,310,310	3,128,299	3,811,404	34,557,121
New York	12,745,128	10,278,254	13,296,208	13,138,166	13,956,610	12,990,742	10,309,708	9,705,712	12,428,625	14,748,224	14,204,838	13,411,958	151,204,173
Philadelphia	6,703,027	5,611,407	6,404,616	6,365,501	6,751,188	6,270,927	4,899,043	4,886,004	5,853,720	7,069,518	6,952,906	6,523,111	74,290,968
Portland, Ore.	2,980,445	2,677,257	3,191,137	3,124,343	3,325,536	3,062,937	3,085,458	2,631,932	3,019,914	3,182,851	3,136,767	3,192,326	36,610,903
St. Louis	3,256,140	3,125,200	3,744,330	3,574,340	3,834,000	3,477,840	2,950,760	2,826,320	3,373,900	3,958,800	3,819,960	3,897,380	41,839,070
St. Paul	1,755,656	1,675,056	2,189,578	2,244,368	2,241,736	1,955,736	1,667,618	1,697,517	2,041,298	2,212,163	2,111,662	2,058,146	23,850,534
San Francisco	3,419,122	3,536,442	3,804,990	3,669,810	4,222,470	3,742,302	3,396,540	3,393,380	3,548,874	4,039,350	3,963,498	3,663,634	44,390,412
Washington	3,682,639	3,199,225	3,914,577	3,872,224	4,514,319	3,878,590	3,439,215	3,114,091	3,817,845	4,529,454	4,489,033	4,417,001	46,868,213
Totals	86,990,225	77,562,216	94,341,471	92,415,749	99,352,566	88,666,944	76,470,903	73,559,542	86,188,298	99,911,106	96,310,637	96,261,030	1,068,030,687

Year's total—1,068,030,687

1920

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,698,662	1,706,606	2,169,630	2,095,674	2,308,886	2,019,434	1,890,686	1,757,364	1,871,128	2,128,644	1,973,066	1,772,818	23,392,598
Baltimore	4,412,973	4,676,415	5,358,155	5,711,769	5,285.165	5,166,910	4,232,639	4,076,308	4,585,734	5,375,872	4,947,847	4,507,369	58,337,156
Birmingham	2,279,928	2,570,596	2,659,734	2,165,926	2,425.822	2,209,914	2,015,372	2,085,356	2,115,498	2,519,496	2,140,208	2,114,966	27,302,816
Boston	5,232,977	2,952,268	5,683,630	5,953,317	6,039.250	5,433,023	4,396,716	3,892,121	4,870,038	5,670,251	5,115,786	4,724,225	59,963,682
Buffalo	3,465,190	3,373,932	4,113,698	3,422,251	3,277 444	3,163,030	2,616,607	3,072,140	3,530,433	4,126,052	3,612,929	3,839,979	41,613,685
Chicago	6,510,483	5,380,965	6,600,741	6,118,644	6,605.613	6,507,189	5,325,468	5,403,063	4,898,408	6,857,622	6,490,500	6,571,950	73,270,646
Cincinnati	2,870,700	2,866,200	3,560,400	2,900,100	3,543,000	3,303,300	3,011,100	2,900,100	3,139,200	3,610,500	3,341,400	3,258,300	38,304,300
Cleveland	4,628,400	4,561,675	5,316,675	4,945,725	5,194,800	5,132,850	4,665,450	4,555,725	4,679,925	4,962,975	4,721,700	4,515,975	57,881,875
Detroit	4,664,646	4,636,845	5,425,560	5,287,282	5,497,240	5,209,274	4,567,892	4,659,494	4,794,338	5,518,436	5,000,892	4,654,286	59,916,485
Houston	2,015,323	2,049,868	2,390,444	2,191,504	2,469,082	2,233,812	2,151,100	1,751,400	1,903,510	2,774,138	2,690,919	2,428,597	27,049,697
Indianapolis	2,972,802	2,963,040	3,582,837	3,026,280	3,563,883	3,411,672	2,941,443	2,805,771	3,128,370	3,412,938	3,228,330	3,249,144	38,286,510
Kansas City	2,364,160	2,692,542	2,932,266	2,483,783	2,573,054	2,408,293	2,158,490	2,257,190	2,483,136	2,892,094	2,632,197	2,549,569	30,426,774
Los Angeles	6,465,452	6,462,370	6,681,542	6,545,042	6,666,716	6,436,716	6,191,836	6,452,866	6,635,160	7,836,696	7,438,284	7,652,442	81,465,128
Milwaukee	2,601,392	2,399,942	2,982,275	3,056,578	3,158,340	2,865,053	2,419,596	2,582,015	2,705,616	3,112,722	2,845,809	2,773,380	33,502,718
Minneapolis	2,682,302	2,981,356	3,220,462	3,638,960	3,655,932	3,007,550	2,781,268	2,796,009	3,231,510	3,618,139	3,069,276	2,912,602	37,595,366
New Orleans	2,589,996	2,723,419	3,398,360	3,340,206	3,301,713	3,132,028	2,989,577	2,798,630	2,987,282	3,706,652	3,655,605	3,757,845	38,381,313
New York	14,344,249	11,948,764	13,944,828	13,869,816	14,898,037	13,623,845	10,682,975	10,581,014	12,616,556	15,203,572	13,591,736	13,287,144	158,592,536
Philadelphia	7,112,197	6,392,944	7,514,085	7,787,166	8,123,037	7,475,509	5,716,154	5,866,518	6,882,510	7,726,598	7,232,946	6,824,973	84,654,637
Portland	2,684,168	3,025,970	3,125,874	3,136,684	3,364,578	2,917,910	2,565,860	2,582,776	2,781,796	3,293,338	3,037,762	3,000,662	35,517,318
St. Louis	3,213,140	3,544,700	4,286,200	3,579,640	3,937,180	3,769,960	3,180,160	3,370,460	3,909,800	4,522,840	4,157,860	3,943,240	45,415,180
St. Paul	2,055,648	2,197,734	2,622,354	3,002,342	2,755,452	2,392,810	2,219,728	2,166,976	2,662,772	2,812,131	2,404,570	2,287,684	29,580,201
San Francisco	3,373,440	3,475,094	3,685,990	3,792,976	4,189,640	3,704,328	3,183,768	3,421,978	3,307,080	3,978,478	3,680,502	3,594,626	43,387,980
Washington	3,585,110	3,667,265	4,159,583	3,884,094	4,365,528	2,999,750	3,267,117	3,334,562	3,787,084	4,576,316	4,254,555	4,128,036	46,009,[illegible]
Totals, by months	93,823,338	89,250,510	105,415,323	101,935,759	107,199,392	98,524,160	85,170,942	85,169,836	93,506,884	110,236,500	101,264,679	98,349,812	1,175,021,331

Year's total—1,175,021,331



1919

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,195,138	1,278,228	1,622,334	1,749,300	1,676,860	1,670,732	1,584,632	1,837,196	1,797,978	2,048,970	2,138,598	1,936,326	20,536,292
Baltimore	3,452,227	3,307,818	4,123,922	4,458,621	4,784,001	4,598,222	3,836,793	3,901,406	4,391,273	5,007,898	5,303,878	4,305,699	51,471,758
Birmingham	1,573,306	1,646,414	2,060,142	1,753,864	1,784,328	1,708,602	1,596,630	1,719,774	1,728,300	1,973,328	2,159,738	2,016,476	21,471,758
Boston	4,711,722	4,632,116	4,323,885	4,850,174	5,143,474	5,029,546	3,987,000	3,842,195	4,380,380	5,725,961	5,669,337	5,312,857	57,608,647
Buffalo	2,623,595	2,487,135	3,155,759	2,828,918	2,965,812	2,630,859	2,374,709	3,070,257	3,636,772	4,456,251	4,107,564	4,036,523	38,374,154
Chicago	4,224,213	4,058,964	5,122,173	5,732,646	5,915,181	5,994,654	4,973,529	5,025,927	4,298,316	6,850,139	6,665,994	6,307,956	65,169,692
Cincinnati	2,076,300	1,928,700	2,528,100	2,829,300	2,843,000	2,770,500	2,582,100	2,532,900	2,935,200	3,475,800	3,373,200	3,310,500	33,185,600
Cleveland	3,093,225	3,193,800	3,649,500	4,272,225	4,228,425	4,299,075	3,903,900	4,215,900	4,485,375	5,083,425	5,363,175	4,919,625	50,707,650
Detroit	3,304,784	3,247,328	4,382,504	4,564,728	4,657,030	4,421,914	4,085,144	4,185,776	4,567,878	5,667,340	5,712,042	5,223,890	54,020,358
Houston	1,575,518	1,786,806	2,101,344	1,975,276	2,124,948	2,146,368	1,825,576	1,670,746	1,790,356	2,178,624	2,396,464	2,332,483	23,904,509
Indianapolis	2,238,819	2,203,674	2,795,970	3,024,021	3,131,736	2,936,955	2,592,594	2,820,103	3,115,362	3,433,689	3,306,903	3,287,025	34,886,851
Kansas City	1,769,184	2,048,179	2,378,293	2,512,443	2,474,684	2,489,527	2,188,325	2,247,009	2,482,740	2,808,568	2,646,193	2,454,436	28,499,581
Los Angeles	3,803,744	3,669,456	4,630,430	4,752,440	5,157,586	5,203,100	4,863,236	5,515,346	5,208,266	6,061,874	6,551,440	6,285,300	61,702,218
Milwaukee	2,008,668	1,735,372	2,390,954	2,395,894	2,560,291	2,547,404	2,219,276	2,302,069	2,640,404	2,963,367	2,938,703	2,763,909	29,466,311
Minneapolis	2,263,282	2,282,014	2,521,176	2,804,704	2,843,022	2,902,060	2,379,594	2,809,175	2,990,638	3,411,493	3,379,292	3,205,944	33,792,394
New Orleans	1,853,790	1,714,909	2,473,360	2,483,933	2,509,320	2,569,770	2,236,346	2,194,595	2,981,414	2,836,240	3,140,569	3,291,219	30,285,465
New York	9,304,150	8,446,324	10,581,516	11,621,848	12,290,390	13,285,844	10,755,869	10,214,003	12,618,819	15,456,033	14,588,298	13,915,425	143,078,519
Philadelphia	5,507,921	5,260,777	6,546,478	6,903,032	6,908,291	6,901,375	5,648,524	5,557,092	6,727,577	6,995,958	7,224,297	6,199,840	76,381,162
Portland	2,056,820	2,191,672	2,450,660	2,555,152	2,647,574	2,648,610	2,414,444	2,535,874	2,619,914	2,934,764	3,082,726	2,732,138	30,870,348
St. Louis	2,430,000	2,519,880	2,932,760	3,150,680	3,200,280	3,237,320	2,714,540	2,809,680	3,233,840	3,903,560	3,925,700	3,796,260	37,854,500
St. Paul	1,608,096	1,567,118	1,944,002	2,346,904	2,260,133	2,093,924	1,875,734	2,096,584	2,225,510	2,364,722	2,570,186	2,306,668	25,259,581
San Francisco	2,355,570	2,315,208	2,782,766	2,817,290	3,199,448	3,125,724	2,749,026	3,007,284	2,841,104	3,512,418	3,628,828	3,313,884	35,648,550
Washington	2,852,920	2,840,029	3,568,152	3,762,087	4,067,871	3,039,395	3,323,453	3,342,364	3,799,939	4,394,674	4,541,800	4,089,408	43,622,092
Totals, by months.	67,882,992	66,361,921	81,066,180	86,145,480	89,373,685	88,251,480	76,710,974	79,453,255	87,497,355	103,545,096	104,414,925	97,343,791	1,028,047,134

Year's total—1,028,047,134

1918

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	773,544	811,258	1,182,622	1,028,412	1,219,612	1,045,562	991,074	925,412	1,134,368	1,199,305	1,232,200	1,329,288	12,872,658
Baltimore	2,735,670	2,350,946	3,463,007	3,333,594	3,590,897	3,336,564	2,861,384	2,777,984	3,328,676	3,560,902	4,037,201	3,843,517	39,220,342
Birmingham	1,204,840	1,240,820	1,624,770	1,492,814	1,542,336	1,492,680	1,250,494	1,346,674	1,430,982	1,446,466	1,702,610	1,799,056	17,574,542
Boston	2,773,345	2,770,837	3,530,789	3,427,603	3,435,611	3,058,139	2,683,089	2,663,818	3,199,401	3,539,021	3,641,817	3,680,000	38,403,470
Buffalo	2,123,089	1,809,935	2,585,090	3,286,778	2,640,638	1,694,402	2,049,332	1,970,388	2,509,182	2,505,615	3,086,486	3,150,995	29,411,930
Chicago	3,932,640	3,181,470	4,556,640	4,328,495	4,325,350	3,680,734	3,194,511	3,260,751	4,012,881	4,273,584	4,426,455	4,683,009	47,856,510
Cincinnati	1,511,720	950,400	1,260,300	1,992,000	2,240,400	1,948,500	1,009,800	1,631,400	2,000,100	2,209,800	2,258,700	2,308,500	21,321,620
Cleveland	2,702,873	2,274,750	3,091,575	2,429,127	3,148,950	2,886,300	2,692,125	2,708,850	2,909,700	3,263,925	3,217,725	4,102,125	35,428,025
Detroit	2,913,876	2,315,376	3,394,518	3,612,598	3,618,834	3,315,984	2,702,024	2,770,992	3,089,422	3,181,794	3,313,632	3,736,544	37,965,594
Houston	1,067,416	1,118,026	1,512,252	1,460,843	1,523,858	1,487,780	1,376,578	1,180,010	1,420,874	1,492,222	1,656,340	1,805,874	17,102,073
Indianapolis	1,645,758	1,696,682	2,166,732	2,160,701	2,265,980	2,040,604	1,723,495	1,765,579	2,020,967	2,075,253	2,264,469	2,364,303	24,190,523
Kansas City	1,436,882	1,658,300	1,855,459	1,810,156	1,837,591	1,741,943	1,499,984	1,433,109	1,711,290	1,688,258	1,838,293	1,851,752	20,363,017
Los Angeles	3,632,538	3,279,416	3,841,866	1,595,146	3,159,688	2,886,772	2,872,450	3,053,092	3,171,714	3,110,380	2,713,816	3,905,734	37,222,612
Milwukee	1,649,826	1,381,385	2,013,160	2,065,989	1,869,011	1,576,335	1,452,179	1,271,519	1,480,261	1,526,180	1,906,819	2,027,897	20,220,561
Minneapolis	1,840,941	1,962,898	2,352,350	2,325,657	2,333,220	2,063,852	1,755,992	1,952,774	2,208,486	2,109,828	2,222,724	2,390,990	25,519,712
New Orleans	1,317,702	1,253,706	2,006,455	1,791,356	1,737,491	1,685,676	1,421,125	1,384,471	1,801,491	1,651,637	1,890,917	2,424,760	20,366,787
New York	8,241,567	6,915,414	9,776,885	10,053,585	9,774,424	8,876,800	7,115,970	6,599,835	8,745,834	10,708,705	9,534,044	9,712,559	106,055,622
Philadelphia	4,577,700	4,310,043	5,781,757	4,400,947	5,750,108	5,062,726	4,352,298	4,374,089	5,861,366	5,884,981	6,155,415	5,934,198	62,445,628
Portland	1,596,154	1,626,664	1,812,688	1,808,860	1,905,028	1,750,496	1,648,480	1,667,846	1,859,934	1,785,316	1,859,294	2,155,154	21,475,914
St. Louis	2,217,117	2,210,003	2,528,636	2,937,818	2,648,740	2,413,860	2,082,778	2,031,600	2,427,477	2,579,720	2,782,260	3,151,700	30,011,709
St. Paul	1,295,532	1,260,504	1,737,218	1,056,876	1,783,838	1,433,838	1,221,986	1,335,250	2,344,342	1,719,438	1,645,294	1,775,074	18,609,190
San Francisco	1,999,674	1,997,772	2,389,380	2,344,252	2,397,060	2,283,632	2,080,064	2,092,748	2,035,334	2,184,488	2,323,524	2,547,062	26,674,990
Washington	2,298,030	2,083,045	2,932,736	2,878,803	2,993,405	2,815,777	2,413,672	2,258,995	2,818,187	3,039,717	3,062,661	3,298,308	32,893,336
Totals, by months	55,488,434	50,459,650	67,396,885	63,622,410	67,742,070	60,578,946	52,450,884	52,457,186	63,522,269	66,736,536	68,772,696	73,978,399	743,206,365

Year's total—743,206,365

1917

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,254,540	1,474,648	1,600,270	1,861,326	1,703,954	1,441,902	1,490,160	1,324,344	1,583,918	1,782,088	1,679,692	1,625,109	18,821,951
Baltimore	2,974,690	2,605,638	3,203,511	3,440,883	3,328,433	3,066,463	2,456,010	2,469,729	2,999,454	3,478,223	3,358,875	3,057,829	36,439,738
Birmingham	1,061,746	1,167,530	1,468,432	1,472,576	1,383,060	1,284,122	1,266,594	1,342,040	1,406,258	1,606,626	1,507,002	1,542,114	16,508,100
Boston	3,195,939	2,929,338	4,263,887	4,128,853	3,783,674	3,498,116	2,637,574	2,455,338	3,300,693	3,718,898	3,534,742	3,441,963	40,889,015
Buffalo	1,796,000	1,514,000	1,971,060	1,983,488	2,384,282	2,422,111	1,722,469	1,818,375	2,314,205	2,818,618	2,579,551	2,567,336	25,891,495
Chicago	5,217,600	4,156,800	5,058,909	5,407,518	5,153,595	4,413,635	3,769,798	3,820,317	4,426,644	5,097,507	4,520,538	4,580,043	55,622,904
Cincinnati	1,831,500	1,727,700	2,178,300	2,335,800	2,168,418	1,834,690	1,621,511	1,501,080	1,756,006	2,219,406	2,028,432	2,082,178	23,285,021
Cleveland	3,044,025	2,622,600	3,419,700	3,600,075	3,316,950	3,290,350	2,910,698	2,691,682	2,795,268	3,341,044	3,160,556	2,955,825	37,148,773
Detroit	3,605,700	3,051,900	4,035,658	4,055,884	4,056,822	3,482,684	3,482,684	2,912,462	3,268,734	3,732,076	3,652,432	3,700,900	43,037,936
Houston	1,065,092	1,088,108	1,315,832	1,408,064	1,267,532	1,276,856	1,246,294	1,345,638	1,261,918	1,401,568	1,277,809	1,308,244	15,262,955
Indianapolis	1,847,595	1,882,412	2,026,349	2,220,075	2,184,913	1,952,713	1,803,702	1,637,873	2,009,203	2,185,063	2,107,431	2,009,044	23,866,373
Kansas City	1,254,637	1,318,487	1,495,691	1,619,688	1,462,333	1,430,975	1,274,117	1,229,628	1,489,757	1,563,608	1,491,975	1,492,316	17,123,212
Los Angeles	4,138,500	3,923,400	4,541,100	4,446,300	4,209,030	4,087,476	4,032,790	3,938,772	4,078,816	3,739,502	4,018,336	4,797,016	49,951,038
Milwaukee	1,736,340	1,424,706	1,922,455	2,198,212	1,947,974	1,771,840	1,440,082	1,446,808	1,882,561	2,116,443	2,060,192	2,028,570	21,976,183
Minneapolis	1,337,868	1,217,314	1,575,294	1,886,290	1,791,230	1,535,352	1,311,562	1,499,330	2,299,206	2,483,432	2,377,018	2,180,168	21,494,064
New Orleans	1,428,616	1,337,524	1,739,014	1,731,058	1,607,932	1,399,316	1,371,529	1,278,641	1,514,650	1,875,996	1,793,199	2,096,663	19,174,138
New York	9,757,683	8,029,398	9,665,239	10,188,706	9,673,515	9,162,609	7,323,353	6,682,076	8,908,226	10,791,395	9,748,675	9,294,511	109,225,386
Philadelphia	4,728,300	4,100,700	5,095,105	5,409,285	4,992,030	5,040,900	3,844,800	3,695,830	4,708,200	5,437,500	5,351,100	4,986,900	57,390,650
Portland	1,649,400	1,556,700	1,722,900	1,821,900	1,846,800	1,682,400	1,540,800	1,540,800	1,693,800	1,798,800	1,750,136	1,687,500	20,291,936
St. Louis	2,641,500	2,817,300	3,224,556	3,404,085	4,233,723	2,797,461	2,185,971	2,185,971	2,910,315	3,422,163	3,126,264	3,018,702	35,968,011
St. Paul	2,063,978	2,116,282	2,253,790	2,622,740	2,482,802	2,228,618	1,956,220	1,956,220	1,617,532	1,727,852	1,669,136	1,534,232	24,229,402
San Francisco	1,979,488	1,937,796	2,305,184	2,397,206	2,395,358	2,147,810	2,070,306	2,070,306	1,899,884	2,300,158	2,299,374	2,316,096	26,118,964
Washington	2,241,300	1,980,600	2,485,944	2,626,234	2,492,361	2,508,343	2,255,757	2,123,497	2,540,462	2,884,430	2,774,439	3,104,122	30,017,489
Totals, by months	61,852,037	55,980,881	68,568,180	72,266,246	69,866,721	63,756,742	55,014,781	52,966,757	62,665,710	71,522,396	67,866,904	67,407,381	769,734,736

Year's total—769,734,736

1916

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City To
Atlanta	1,383,886	1,409,590	1,557,514	1,823,570	1,654,198	1,473,010	1,334,886	1,343,874	1,396,290	1,708,642	1,637,706	1,579,970	18,[illegible]
Baltimore	2,634,466	2,438,341	3,051,194	3,221,672	3,241,146	3,240,867	2,569,795	2,340,040	2,972,260	3,747,757	3,483,407	3,255,572	36,[illegible]
Birmingham	1,225,112	1,230,334	1,285,060	1,436,064	1,455,314	1,322,706	1,328,936	1,129,128	1,271,200	1,547,280	1,369,886	1,432,256	16,[illegible]
Boston	3,161,929	2,787,083	3,680,669	4,168,826	4,089,261	3,765,110	2,900,985	2,750,529	3,407,333	4,009,413	3,724,220	3,707,916	42,[illegible]
Buffalo	1,600,000	1,463,000	1,540,000	1,962,000	1,900,000	1,865,000	1,350,000	1,390,000	1,740,000	2,080,000	1,860,000	1,857,000	20,[illegible]
Chicago	4,649,100	3,728,600	4,654,942	5,394,000	5,148,300	4,949,400	4,139,100	3,960,600	4,775,400	5,341,200	5,175,300	5,119,200	57,[illegible]
Cincinnati	1,788,600	1,685,100	2,042,400	2,181,900	2,150,700	1,881,600	1,715,100	1,558,500	2,334,300	2,341,200	2,175,300	2,220,600	24,[illegible]
Cleveland	2,705,400	2,289,900	2,780,100	3,194,100	3,399,300	3,024,000	2,812,800	2,577,900	2,835,300	3,339,000	3,261,600	3,482,700	35,[illegible]
Detroit	3,287,400	3,006,900	3,699,600	4,142,700	4,041,900	3,770,100	3,213,300	3,021,600	3,402,000	4,328,700	4,191,000	3,969,600	44,[illegible]
Houston	1,049,566	1,125,866	1,325,016	1,447,040	1,335,236	1,261,680	1,299,984	1,078,900	1,104,530	1,420,776	1,386,000	1,320,102	15,[illegible]
Indianapolis	1,686,876	1,751,288	1,959,027	2,052,755	2,097,869	1,864,879	1,711,424	1,521,808	1,862,618	2,142,271	2,004,695	2,040,582	22,[illegible]
Kansas City	1,243,369	1,258,975	1,374,906	1,443,339	1,455,455	1,421,233	1,258,328	1,174,744	1,368,728	1,543,500	1,428,210	1,412,767	16,[illegible]
Los Angeles	3,826,500	3,501,800	3,986,700	4,059,600	3,942,900	3,864,000	3,747,600	3,674,100	3,749,400	4,427,400	4,269,600	4,359,632	47,[illegible]
Milwaukee	1,804,110	1,633,974	2,118,729	2,454,834	2,333,348	2,113,898	1,701,372	1,640,511	1,896,971	2,025,398	1,591,331	1,911,412	22,[illegible]
Minneapolis	1,949,594	1,741,528	2,127,362	2,394,896	2,338,594	2,246,926	1,842,482	1,202,244	2,283,456	1,730,368	2,274,662	2,305,070	24,[illegible]
New Orleans	1,418,503	1,343,015	1,675,896	1,672,689	1,537,660	1,389,397	1,276,723	1,185,086	1,313,581	1,563,323	1,695,114	1,902,177	17,[illegible]
New York	8,894,738	7,200,014	9,614,646	9,978,718	9,686,138	9,274,950	7,436,740	7,186,258	8,593,107	11,363,538	10,120,789	9,946,018	109,[illegible]
Philadelphia	4,972,200	3,871,500	4,669,765	5,207,400	5,228,100	5,026,500	3,814,200	3,595,800	4,324,500	5,415,000	5,111,700	4,734,300	55,[illegible]
Portland	1,610,400	1,515,900	1,715,400	1,776,900	1,738,200	1,563,300	1,449,900	1,446,000	1,612,500	1,771,400	1,802,700	1,743,300	19,[illegible]
St. Louis	2,485,800	2,356,200	2,834,700	3,169,500	3,084,024	2,921,361	2,379,618	2,202,039	2,599,653	3,545,700	3,250,200	3,192,900	34,[illegible]
St. Paul	1,396,906	1,211,672	1,531,838	1,656,004	1,668,394	1,567,454	1,326,752	1,400,266	1,528,800	1,666,532	1,627,738	1,641,430	18,[illegible]
San Francisco	2,034,690	1,795,962	2,170,350	2,226,896	2,245,544	2,181,452	1,941,520	1,919,512	1,898,384	2,278,836	1,818,894	2,199,540	24,[illegible]
Washington	2,198,700	2,040,000	2,385,900	2,649,000	3,121,200	1,824,900	2,112,900	1,705,200	1,940,900	2,633,700	2,509,800	2,678,100	27,[illegible]
Totals, by months	59,007,845	52,386,542	63,181,714	69,714,403	68,892,781	63,813,723	54,664,445	51,004,639	60,211,311	71,970,934	67,768,852	68,012,144	750,6[illegible]

Year's total—750,629,333.

1915

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Tota
Atlanta	1,292,270	1,272,380	1,396,248	1,519,168	1,579,452	1,417,976	1,259,454	1,176,756	1,311,786	1,551,354	1,617,784	1,591,968	16,986,[illegible]
Baltimore	2,279,915	1,900,281	2,561,148	2,715,591	2,755,656	2,490,693	2,088,208	1,904,568	2,449,808	3,012,157	3,013,989	2,887,401	30,051,[illegible]
Birmingham	972,678	931,678	1,095,080	1,092,406	1,045,548	982,772	927,556	1,017,814	1,025,556	1,462,244	1,335,684	1,470,028	13,359,[illegible]
Boston	2,748,430	2,455,811	3,342,837	3,420,845	3,539,709	3,126,344	2,522,084	2,320,863	2,515,194	3,659,852	3,413,521	3,256,038	36,72[illegible]
Buffalo	1,312,000	1,220,000	1,618,000	1,800,000	1,740,000	1,695,000	1,530,000	1,252,000	1,733,000	2,095,000	1,810,000	1,785,000	19,5[illegible]
Chicago	4,054,200	3,469,800	4,380,000	4,794,900	4,522,800	4,320,900	3,460,500	3,405,600	4,005,900	4,507,800	4,399,200	4,721,100	50,04[illegible]
Cincinnati	1,500,900	1,468,500	1,883,700	1,879,200	1,908,000	1,673,700	1,552,200	1,452,300	2,052,600	2,125,800	2,026,200	1,996,500	21,51[illegible]
Cleveland	2,373,900	1,914,300	2,478,900	2,650,400	2,831,400	2,541,900	2,268,600	2,146,500	2,318,700	2,768,700	2,688,300	2,674,200	29,651,[illegible]
Detroit	2,607,000	2,228,100	2,892,000	3,196,200	3,279,900	2,998,500	2,788,200	2,573,400	2,917,500	3,595,800	3,225,900	3,324,600	35,62[illegible]
Houston	995,302	892,836	1,130,038	1,160,292	1,244,740	1,083,376	941,948	932,736	1,004,136	1,264,004	1,171,044	1,198,964	13,01[illegible]
Indianapolis	1,401,552	1,297,013	1,670,354	1,790,194	1,760,393	1,502,041	1,444,480	1,304,676	1,484,777	1,820,024	1,732,225	1,817,293	19,02[illegible]
Kansas City	1,101,651	1,056,423	1,222,270	1,359,178	1,311,990	1,201,169	1,067,434	1,085,206	1,153,670	1,406,442	1,327,734	1,341,423	14,634,[illegible]
Los Angeles	3,981,000	3,513,900	3,822,000	3,800,700	3,906,600	3,566,700	3,444,600	3,550,800	3,332,100	4,011,900	3,728,100	3,840,300	44,49[illegible]
Milwaukee	1,604,247	1,406,579	1,793,164	1,920,746	1,837,310	1,645,322	1,554,423	1,489,501	1,596,852	2,035,791	2,028,852	2,013,107	20,92[illegible]
Minneapolis	1,196,132	980,980	1,296,722	1,491,868	1,731,580	1,369,606	1,196,566	1,282,176	1,372,616	1,473,612	1,431,962	1,457,974	16,36[illegible]
New Orleans	1,118,837	1,097,214	1,343,684	1,387,192	1,492,192	1,301,841	1,183,761	1,130,598	1,192,563	1,437,992	1,370,226	1,638,826	15,69[illegible]
New York	8,181,777	6,842,241	8,591,730	8,911,463	9,137,289	8,314,267	6,567,355	6,433,564	8,209,813	10,537,062	9,038,775	9,217,776	99,98[illegible]
Philadelphia	3,509,100	3,299,700	3,891,900	4,161,400	4,100,400	3,903,300	3,073,200	2,993,700	3,528,600	4,521,600	4,334,400	4,324,500	45,64[illegible]
Portland	1,703,100	1,335,900	1,638,000	1,586,700	1,586,700	1,520,700	1,373,700	1,298,400	1,550,400	1,733,700	1,682,100	1,721,700	18,71[illegible]
St. Louis	2,153,100	2,074,500	2,582,400	2,694,300	2,826,600	2,426,700	2,107,200	2,028,300	2,385,300	2,859,300	2,770,500	2,675,400	29,58[illegible]
St. Paul	3,014,368	1,510,220	1,915,978	2,129,432	2,695,920	2,013,494	838,934	1,445,324	2,044,384	1,452,588	1,991,938	1,986,026	23,038,[illegible]
San Francisco	1,902,628	1,624,436	2,062,250	2,119,068	2,097,102	2,080,932	1,905,148	1,885,394	1,852,446	2,129,250	2,012,010	2,125,032	23,795,[illegible]
Washington	1,962,600	1,832,100	2,240,700	2,384,100	2,421,300	2,424,900	1,836,000	1,734,000	5,563,200	2,648,100	2,547,000	2,728,800	30,322,[illegible]
Totals, by months	52,966,687	45,624,892	56,849,103	59,965,343	61,352,581	55,602,133	46,931,551	45,844,176	57,000,901	64,110,072	60,697,444	61,793,956	668,7[illegible]

Year's total—668,738,839

1914

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Tota
Atlanta	1,517,992	1,509,452	1,800,938	1,920,044	1,398,562	1,482,082	1,539,160	1,492,680	1,981,686	1,589,112	1,544,998	1,531,740	19,3[illegible]
Baltimore	2,271,488	2,013,515	2,446,840	2,712,005	2,136,161	2,598,012	2,652,264	2,357,883	2,891,956	2,499,962	2,039,608	1,673,545	28,2[illegible]
Birmingham	1,202,502	1,191,638	1,505,952	1,454,572	1,027,208	1,167,040	1,135,946	1,263,346	1,408,442	1,209,908	1,149,778	1,083,978	14,8[illegible]
Boston	2,993,351	2,512,552	3,557,092	3,717,953	2,830,088	3,390,155	3,212,764	2,885,565	3,894,436	3,207,502	2,534,991	2,195,462	36,9[illegible]
Buffalo	1,581,000	1,463,000	1,698,000	1,885,000	1,815,000	1,874,000	1,500,000	1,588,000	1,708,000	1,620,000	1,441,000	1,189,000	19,3[illegible]
Chicago	4,038,000	3,551,700	4,593,600	4,784,400	3,815,700	4,211,400	4,261,500	4,368,300	4,775,100	4,299,000	3,747,900	3,390,300	49,8[illegible]
Cincinnati	1,572,000	1,428,300	1,824,600	1,796,700	1,386,600	1,710,000	1,718,100	1,279,800	1,908,900	1,544,400	1,389,000	1,245,300	18,8[illegible]
Cleveland	2,371,500	1,953,600	2,381,100	2,529,600	2,134,500	2,439,600	2,341,200	2,307,000	2,642,400	2,183,100	2,052,900	1,958,100	27,2[illegible]
Detroit	2,714,700	2,353,500	2,338,500	3,116,100	2,511,600	2,768,700	2,787,900	2,889,300	3,533,700	2,773,800	2,481,100	2,176,800	32,46[illegible]
Houston	1,247,680	1,203,272	1,544,116	1,377,124	1,066,814	1,165,178	1,243,186	1,148,084	1,436,204	1,241,800	1,148,000	1,082,298	14,9[illegible]
Indianapolis	1,497,263	1,380,200	1,642,073	1,760,557	1,418,423	1,578,201	1,497,399	1,528,927	1,821,270	1,523,242	1,231,905	1,171,226	18,05[illegible]
Kansas City	1,113,381	1,020,169	1,221,455	1,305,758	1,111,781	1,297,990	1,221,553	1,190,947	1,358,226	1,133,501	1,065,199	999,309	14,03[illegible]
Los Angeles	4,410,000	4,090,800	4,735,800	4,305,000	3,653,700	3,954,600	3,870,000	3,790,500	4,420,200	3,994,800	3,808,500	3,968,700	49,0[illegible]
Milwaukee	1,899,399	1,553,537	1,905,275	2,147,980	1,599,852	1,802,545	1,718,293	1,702,100	2,227,399	1,877,130	1,415,303	1,435,725	21,2[illegible]
Minneapolis	1,838,654	1,698,699	2,182,980	2,331,114	2,006,910	2,012,464	2,038,458	1,900,622	2,543,916	2,074,028	1,608,972	1,647,908	23,8[illegible]
New Orleans	998,562	983,834	1,395,411	1,503,153	1,130,769	1,247,301	1,289,834	1,395,307	1,533,334	1,230,105	1,186,942	1,008,241	14,9[illegible]
New York	8,542,104	7,249,939	8,890,937	9,154,123	7,674,870	8,609,975	8,201,623	8,228,181	9,919,379	8,778,442	6,780,137	6,167,121	98,19[illegible]
Philadelphia	3,588,000	3,582,900	4,158,000	4,344,300	3,422,700	3,837,600	4,163,400	3,719,400	4,618,500	3,970,800	3,193,500	2,943,000	45,3[illegible]
Portland	1,731,000	1,536,900	1,889,400	1,768,400	1,698,300	1,938,900	1,815,900	1,646,400	1,926,300	1,700,700	1,527,600	1,431,900	20,61[illegible]
St. Louis	2,338,000	2,155,200	2,852,700	2,825,700	2,268,000	2,676,000	2,709,000	2,456,700	3,026,700	2,333,700	2,016,600	2,002,500	29,66[illegible]
St. Paul	1,347,346	1,141,434	1,462,020	1,601,586	1,261,890	1,419,236	1,377,642	1,399,678	1,644,384	1,437,772	1,192,128	1,156,792	16,4[illegible]
San Francisco	1,958,408	1,769,124	2,254,636	2,222,612	1,763,622	2,068,916	1,946,256	1,831,634	2,466,408	2,155,314	1,904,070	1,890,630	24,2[illegible]
Washington	2,047,200	1,827,900	2,246,700	2,323,200	1,988,400	2,368,200	2,393,400	1,555,600	2,456,700	2,095,500	1,823,700	1,629,900	24,75[illegible]
Totals, by months	54,819,520	49,171,165	60,528,125	62,886,981	51,121,450	57,618,095	56,634,778	53,925,954	66,143,540	56,473,618	48,283,831	44,979,475	662,5[illegible]

Year's total—662,586,542

PULITZER PRIZE AWARDS

For the second year in succession a campaign against the Ku Klux Klan won for a newspaper the Pulitzer prize for disinterested and meritorious public service. This award, which last year went to the New York World, was this week bestowed upon the Memphis Commercial Appeal.

No awards were made for the best history of the services rendered to the public by the American press during the preceding year or for the best cartoon. The announcement of the awards follows:

For the most disinterested and meritorious public service rendered by any American newspaper during the year, a gold medal costing $500—awarded to the Memphis Commercial Appeal, for its courageous attitude in the publication of cartoons and the handling of news in reference to the operations of the Ku Klux Klan.

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, $500—awarded to William Allen White for an editorial entitled, "To An Anxious Friend," in the Emporia (Kan.) Gazette, July 27, 1922.

For the best example of a reporter's work during the year; the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect, $1,000—awarded to Alva Johnston for his reports of the proceedings of the convention of the American Association for the Advancement of Science in Cambridge, Mass., in December, 1922, published in the New York Times, December 27 to 30, 1922.

For the American novel published during the year which shall best present the wholesome atmosphere of American life and the highest standard of American manners and manhood, $1,000—awarded "One of Ours," by Willa Cather.

For the original American play performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste and good manners, $1,000—award, "Icebound," by Owen Davis.

For the best book of the year upon history of the United States, $2,000—awarded "The Supreme Court in United States History," by Charles Warren.

For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, $1,000—awarded "The Life and Letters of Walter H. Page," by Burton J. Kendrick. For the best volume of verse published during the year by an American author, $1,000—awarded Edna St. Vincent Millay: "The Ballad of the Harp-Weaver," "A Few Pigs from Thistles," "Eight Sonnets in American poetry, 1922; A Miscellany."

Three traveling scholarships, having the value of $1,500 each, to graduates of the School of Journalism, who shall have passed the examinations with the highest honor and are otherwise most deserving, to enable each of them to spend a year in Europe, to study the social, political and moral conditions of the people, and the character and principles of the European press. Awarded:

1. Geneva Bertha Seybold, Topeka, Kan. 2. Lee Mills Merriman, Chicago, Ill. 3. Roswell Sessoms Britton, Soochow, China.

Alternates: 1. Paul Frederichsen, Clinton, Iowa. 2. Charles Ruggles Smith, Cambridge, Mass. 3. Josephina Lula Chase, Bakersfield, Cal.

An annual scholarship, having the value of $1,500, to the student of music in America who may be deemed the most talented and deserving in order that he may continue his studies with the advantage of European instruction. Awarded: Wintter Watts, of Brooklyn, for a suite for orchestra entitled "Etchings," and for a dramatic ballad for voice and orchestra entitled "The Vinegar Man."

An annual scholarship, having the value of $1,500, to an art student in America, who shall be certified as the most promising and deserving by the National Academy of Design. Awarded: Henry Hensche, of Chicago.

NEW YORK CORRESPONDENTS —OUT-OF-TOWN NEWSPAPERS

Boston Globe—A. M. Kemp, 1106 World Building.
Buenos Aires La Nacion—W. W. Davies, 1 Chambers street.
Cincinnati Times Star—J. M. Allison, Hotel Martinique.
Chicago Tribune—Perley H. Boone, Times Annex Building.
Chicago Daily News—George C. Briggs, 63 Park Row Building.
Cleveland Plain Dealer—L. S. Horne, Jr., Times Annex Building.
Detroit News—L. L. Stevenson, 403 Park Building.
Milwaukee Sentinel—H. W. Gezloe, Times Annex Building.
Milwaukee Journal—Philip Stitt, 1107 World Building.
New Orleans Times-Picayune—Marion J. Pope, Sun-Herald Building.
Paris Tribune—Paul Williams, Times Annex Building.
Philadelphia Inquirer—Robert P. Lowry, Sun-Herald Building.
Philadelphia Public Ledger—Daniel F. Cheney, Sun-Herald Building.
Philadelphia Record—B. S. Kearns, 1128 World Building.
Pittsburgh Dispatch—Timothy Sullivan, Sun-Herald Building.
St. Louis Globe-Democrat—L. G. Kaufman, Times Annex Building.
St. Louis Post Dispatch—E. L. Mockler, New York World editorial rooms.
Washington Post—Timothy Sullivan, Sun-Herald Building.

MILWAUKEE—FIRST CITY IN DIVERSITY OF INDUSTRY

GOOD Business—

Paid Advertising—1923

Total Advertising

THE JOURNAL
18,354,313 Lines

The 2nd Paper
7,576,598 Lines.
The 3rd Paper
6,655,019 Lines.

The Journal published 56% of the total paid advertising published in the three Milwaukee papers in 1923, thereby gaining 2,087,343 lines over its own record for 1922!

Local Advertising

THE JOURNAL
11,257,062 Lines.

The 2nd Paper
5,573,535 Lines.
The 3rd Paper
4,152,765 Lines.

The Journal published 54% of the total local paid advertising published in the three Milwaukee papers in 1923, thereby gaining 1,187,410 lines over its own record for 1922!

National Advertising

THE JOURNAL
3,192,223 Lines.

The 2nd Paper
1,260,232 Lines.
The 3rd Paper
1,622,862 Lines.

The Journal published 53% of the total national paid advertising published in the three Milwaukee papers in 1923, thereby gaining 140,338 lines over its own record for 1922!

Classified Advertising

THE JOURNAL
3,905,028 Lines.

The 2nd Paper
742,831 Lines
The 3rd Paper
879,392 Lines.

The Journal published 71% of the total classified paid advertising published by the three Milwaukee papers in 1923, thereby gaining 759,595 lines over its own record for 1922!

Latest Available Authentic Circulation Figures of the Three Milwaukee Papers

THE JOURNAL	122,937
The Second Paper	78,416
The Third Paper	61,571

A DETAILED record of the most extraordinary year in the history of The Milwaukee Journal is shown in the column of figures at the left. All previous high records in every division of the business have been broken.

¶ The total advertising volume of 18,354,000 lines shows an increase of more than 2,000,000 lines over 1922, the previous record year.

¶ Local and national advertisers have used over 4,100,000 lines—almost 30%—MORE space in The Journal than in the other TWO Milwaukee newspapers COMBINED.

¶ This margin of leadership, evidenced year after year, has been increased by over a half million lines within the last year.

¶ The great gain and the wider margin of leadership were achieved not only in total advertising but also in each of the divisions—local, national and classified.

¶ All records for the largest volume of advertising printed on a single week day, on a single Sunday, in a single week and in a single month were broken in 1923.

¶ Equally substantial increases have been made in circulation—both in volume and leadership—over the other two Milwaukee newspapers.

¶ Furthermore, this is true not only of total circulation but of every division—city total, city home-delivered, city and suburban total and total home-delivered.

¶ In each of the above mentioned divisions of circulation The Journal has about twice as much circulation as either of the other two Milwaukee newspapers.

¶ The latest available authentic circulation figures are printed at the bottom of the column at the left. The Journal is read in four out of five homes in Milwaukee where any newspaper is purchased. It is read by more Milwaukee and Wisconsin people than any other publication in the world.

¶ WITHOUT exception all the principal industries in Milwaukee have made record-breaking increases in production and in volume of business during 1923. Many have doubled the increases experienced in 1922.

¶ A summary of industrial and wholesale business for the year shows an increase of 21%—over $167,000,000. The total is now practically a billion dollars.

¶ A representative down-town department store reports an increase of over 18% in sales.

¶ Total bank clearings approaching two billion dollars, show an increase of 20%—more than three hundred million dollars.

¶ The building trades industry has increased almost 50%.

¶ Wages have increased more than 30%.

¶ Assessed property valuation has climbed fifty million dollars bringing the total close to three-quarters of a billion dollars.

¶ In the past six years Milwaukee industries have more than doubled the value and volume of their production.

Milwaukee is the merchandising center for three millions of the most consistently prosperous people in the world. Are you planning to get your full share of their business for 1924?

The Milwaukee JOURNAL
FIRST—by Merit

WISCONSIN—FIRST STATE IN VALUE OF DAIRY PRODUCTS

The Ault & Wiborg Company

Modern methods of manufacturing ink is the basic reason for the superiority of The Ault & Wiborg Company products.

Constant experiment—the employment of experts and unlimited facilities for research work, have had the one natural result—standardized colors of high quality.

Having set the standard of American inks it is quite natural that the demand should be world-wide.

Our distributing stations, located in the heart of all important publishing centers, guarantee prompt delivery.

American Branches of The Ault & Wiborg Co.

CINCINNATI	DETROIT
NEW YORK	BUFFALO
BOSTON	ATLANTA
BALTIMORE	ST. LOUIS
PHILADELPHIA	MILWAUKEE
RICHMOND	MINNEAPOLIS
CHICAGO	SAN FRANCISCO
CLEVELAND	LOS ANGELES

HOUSTON

Gritless News Ink
Web Press Colors
Intaglio Inks

GRITLESS NEWS INK

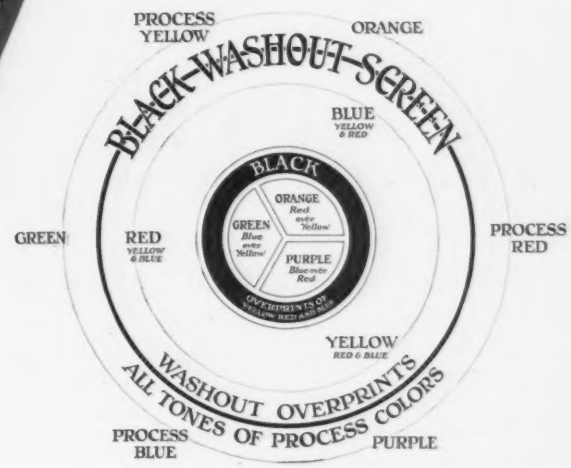
tested and proven, predominates the newspaper field.

STANDARD WEB PRESS COLORS

developed to the highest plane, for comic supplements and magazine sections.

OUR INTAGLIO INKS

first made in America, have set that high standard for American Intaglio Printing.



Key to Color Plate

Fort Worth Star-Telegram
Largest Circulation in the South

(*Without the use of contests or premiums*)

Over 90,000 Daily

Over 105,000 Sunday

Has more circulation in West Texas, one of the richest markets in the entire South, than any other three papers combined, covering over 800 towns with a population of nearly 2,000,000.

WRITE FOR DETAILED MARKET SURVEY

Fort Worth Star-Telegram

No contests, premiums or schemes—Just a newspaper

AMON G. CARTER,
President and Gen. Mgr.

A. L. SHUMAN,
Vice President and Adv. Mgr.

Charter Member A. B. C.

CITY, COUNTRY, SUBURBAN, BULK AND NET PAID AS SHOWN BY A. B. C. REPORTS

A Complete List of Daily Newspaper Members of the Audit Bureau of Circulations With an Analysis of Each Paper's Circulation as Given on Page 1 of Its Report to the Bureau for the Six Months Ending October 1, 1923

CIRCULATION growth which was noted for all daily and Sunday newspapers of the United States in the tabulation of circulations and advertising rates on another page of this issue is also very marked among the members of the Audit Bureau of Circulations, whose net paid totals, divided as to city, suburban, country and bulk distribution, appear on the pages which immediately follow. Membership in the A. B. C. also shows an increase among daily newspapers which will be gratifying to publishers and advertisers.

Although every large city newspaper, with fewer exceptions than can be counted on the fingers of one hand, is enrolled as a member of the A. B. C., the majority of the small-city and country dailies are still outside the ranks. The present total daily newspaper membership of the Bureau among United States English language dailies includes 249 morning papers, 571 evening papers, a total of 820 dailies, and 336 Sunday papers. Forty per cent of the dailies are therefore listed in the accompanying table, including 58 per cent of the morning papers, and 35 per cent of the evening papers. The Sunday newspaper roster shows 61 per cent as A. B. C. papers.

Morning paper circulation, as shown by publishers' statements to the Bureau for the six months ending October 1, 1923, totals 10,374,886 average net copies per day. This is 90 per cent of the total morning circulation listed in the general table.

Evening paper circulation, reported by publishers to the A. B. C. for the April-October period last year, totals 15,873,229 copies average net paid daily. This is 79 per cent of the total evening circulation listed.

Sunday circulation reported to the A. B. C. for the April-October period, totals 19,663,110 copies per issue. This is 91 per cent of the total Sunday circulated given in the complete tabulation for all U. S. newspapers.

This comparison suggests another of interest.

Taking the newspaper field as a whole, A. B. C. members and all others, the morning circulation represents 36 per cent of the total daily circulation.

Morning newspaper circulation audited by the Bureau, on the other hand, represents 39 per cent of the daily circulated within the A. B. C. ranks.

Evening paper circulation in the general field represents 64 per cent of the general daily total. In the A. B. C. tabulation, evening circulation is 61 per cent.

Comparing the October 1 totals with those of April 1, 1923, sizable gains are apparent in every column.

Morning circulations which now show a total for U. S. English language papers of 10,374,886 copies per day, six months ago had 9,786,905 copies. This is a gain of 6 per cent, the same ratio of gain that the complete total exhibits.

Evening circulation, now totaling 15,873,229 copies per day for U. S. English language papers, six months ago totaled 15,510,696 copies. Their gain is 362,533 copies, or about 2.5 per cent, which is lower than the gain for the whole field by 3.5 per cent.

Sunday circulation in the A. B. C. U. S. English language classification now totals 19,663,110 copies. The April 1 total was 18,919,276 copies per issue. The gain is 743,834 copies, or about 4 per cent, which is less than half of the rate of gain for the entire field.

Going into detail as to where the circulation goes, it is found that morning papers now report 5,735,837 copies of city circulation, against 5,321,306 six months ago. The gain is 414,531 copies average per issue, or about 8 per cent.

Morning newspaper suburban circulation now totals 2,172,604 copies per issue, against 1,966,800 six months ago. The gain is 10 per cent, or 205,804 copies per issue.

The combined morning paper city and suburban—or local trading area—circulation is 7,908,441 copies as of October 1, compared with 7,288,106 six months ago. The gain is 620,335 copies per issue, or 8.5 per cent.

Country circulation of morning papers as of October 1 was 2,449,687, compared with the April 1 total of 2,452,708 copies. The trifling loss of 3,021 copies per issue is probably due to a technical cause, such as the temporary suspension from the Bureau, or discontinuance of, one or two large city dailies, whose totals are not available for the present tabulation. It may also be due, however, to the trend of country population toward the urban and suburban areas that publishers as well as farmers and economists are beginning to feel.

Net paid circulation, city, suburban and country, but not including bulk sale, now totals 10,358,128 copies per issue. Of this total, the portion circulated in the immediate trading area is almost 79 per cent. Six months ago this net paid total was 9,771,816 copies. As stated before, the gain is about 6 per cent.

Bulk sales of morning papers increased from 15,089 copies six months ago to 16,758, an increase of 11 per cent, most of which is represented in the totals of a few business papers.

Evening newspaper city circulation now totals 10,650,442, against 10,478,341 on April 1, 1923. The gain is 172,101 copies, or 1.7 per cent.

Evening newspaper suburban circulation now totals 2,925,740 copies, against 2,743,961 copies six months ago. The gain is 181,779 copies, or 6 per cent.

Evening newspaper trading area circulation—city and suburban—now totals 13,576,182 copies per issue, against 13,222,302 copies six months ago. The gain is almost 3 per cent.

Evening newspaper country circulation now totals 2,185,324 copies per issue, against 2,173,702 copies six months ago. The gain is 11,622 copies per issue, which is almost as negligible as a gain as was the 3,021 loss checked against the morning papers.

Evening newspaper bulk circulation is now 35,554 copies per issue, against 25,561 copies six months ago. This is a gain of almost 10,000, or about 40 per cent, but like the morning total under this heading, is covered in less than five newspapers which have either a class or a business appeal. The newspapers of general appeal, if anything, are reducing this classification of their circulation.

City and suburban circulation of evening newspapers constitutes 85 per cent of their total net paid distribution. Country and bulk circulation make up the remaining 15 per cent.

Sunday newspapers now circulate in city homes and through city dealers 9,516,513 copies of each issue, against 9,540,221 six months ago. The loss of

Average Net Paid and Total Circulation of All A. B. C. Newspapers as of October 1, 1923

Distribution	279 Morning	603 Evening	906 Total M & E	346 Sunday
City Circulation	6,264,519	11,588,632	17,853,251	9,988,736
Suburban	2,314,039	3,108,785	5,422,814	3,692,988
Country	2,773,889	2,494,319	5,278,208	6,712,658
Bulk	17,392	36,937	54,339	30,727
Total Net Paid..	**11,369,839**	**17,304,842**	**27,774,681**	**20,424,209**

Circulations of All U. S. English-Language A. B. C. Dailies

Distribution	249 Morning	571 Evening	820 Total M & E	336 Sunday
City Circulation	5,735,837	10,650,442	16,286,279	9,516,513
Suburban	2,172,604	2,925,740	5,098,344	3,601,532
Country	2,449,687	2,185,324	4,635,011	6,524,902
Bulk	16,758	35,554	52,312	30,163
Total Net Paid..	**10,374,886**	**15,873,229**	**26,248,115**	**19,663,110**

Circulations of Canadian A. B. C. Dailies

Distribution	23 Morning	52 Evening	75 Total M & E	3 Sunday
City Circulation	229,751	724,191	1,053,942	122,454
Suburban	97,613	157,984	225,597	36,850
Country	194,571	237,614	432,185	40,530
Bulk	399	1,357	1,756	50
Total Net Paid..	**522,334**	**1,121,146**	**1,343,480**	**199,884**

Circulations of Foreign Language A. B. C. Dailies

Distribution	7 Morning	5 Evening	12 Total M & E	7 Sunday
City Circulation	298,931	213,999	512,930	349,769
Suburban	43,822	25,061	68,883	54,606
Country	129,631	71,381	201,012	147,226
Bulk	235	26	261	64
Total Net Paid..	**472,619**	**310,467**	**783,086**	**551,665**

Average Net Paid and Total Circulation of All A. B. C. Newspapers as of April, 1923

Distribution	266 Morning	608 Evening	874 Total M. & E.	312 Sunday
City Circulation..	5,674,375	11,413,903	17,088,278	10,091,691
Suburban	2,077,363	2,900,828	4,978,191	3,398,856
Country	2,713,027	2,461,507	5,174,534	6,271,657
Bulk	15,568	26,820	42,388	18,070
Total Net Paid...	**10,511,333**	**16,892,278**	**27,403,613**	**19,780,224**

Circulations of All U. S. English-Language A. B. C. Dailies

Distribution	239 Morning	552 Evening	791 Total M. & E.	312 Sunday
City Circulation..	5,321,306	10,478,341	15,799,647	9,540,221
Suburban	1,966,800	2,743,961	4,710,761	3,315,758
Country	2,452,708	2,173,702	4,626,410	6,045,673
Bulk	15,089	25,561	40,650	17,664
Total Net Paid....	**9,786,905**	**15,510,696**	**25,297,601**	**18,919,276**

Circulations of Canadian A. B. C. Dailies

Distribution	22 Morning	51 Evening	73 Total M. & E.	4 Sunday
City Circulation..	183,657	713,638	897,295	170,312
Suburban	87,963	138,640	226,603	43,893
Country	180,788	218,367	399,155	55,440
Bulk	475	1,257	1,732	94
Total Net Paid....	**452,883**	**1,071,991**	**1,524,785**	**269,759**

Circulations of Foreign Language A. B. C. Dailies

Distribution	5 Morning	5 Evening	10 Total M. & E.	8 Sunday
City Circulation..	169,412	221,924	391,336	381,158
Suburban	22,600	18,227	40,827	39,205
Country	79,531	69,438	148,969	170,534
Bulk	4	2	6	312
Total Net Paid....	**271,547**	**309,591**	**581,138**	**591,209**

23,708 copies is about two-tenths of one per cent.

Suburban circulation of Sunday newspapers, however, now totals 3,601,532 copies, against 3,315,758 six months ago. The gain is 285,775 copies, or 8.9 per cent. Possibly Sunday newspaper readers are buying suburban homes.

Local trading area circulation of Sunday newspapers now totals 13,118,045 copies per issue, against 12,855,979 six months ago. The gain is 262,066 copies per issue, or about 2 per cent.

Country circulation of Sunday newspapers now totals 6,524,902 copies per issue, against 6,045,673 copies as of April 1. The gain is 479,229 copies, or 7.9 per cent.

These figures make apparent the work of newspaper circulation managers during the past two years to cultivate intensively the local trading area for daily circulation and to take advantage of the extra time permitted to increase the distribution of their Sunday issues in districts farther afield, as well as nearer home. Morning and evening newspapers are now more completely covering their local market areas than they ever have in the past. They have kept pace with population growth and more, for they are continually creating new newspaper readers and losing none, in the mass, except through the natural processes of human existence.

The Audit Bureau of Circulations reports for the six months in the middle of 1923 show, if they show anything, that the American people is determined to hold its jocular title as "a nation of newspaper readers."

Average Net Paid and Total Circulations of All A. B. C. Newspapers as of April 1, 1922

Distribution	260 Morning	603 Evening	863 Total M. & E.	314 Sunday
City Circulation..	5,372,373	11,104,258	16,476,631	9,479,817
Suburban	1,917,839	2,808,804	4,726,643	3,110,777
Country	2,549,398	2,478,874	5,028,272	6,052,701
Bulk	11,723	25,117	36,840	16,415
Total Net Paid....	**9,851,333**	**16,417,053**	**26,268,386**	**18,659,710**

Circulations of All U. S. English-Language A. B. C. Dailies

Distribution	233 Morning	540 Evening	773 Total M. & E.	299 Sunday
City Circulation..	5,095,594	10,139,831	15,235,425	8,952,206
Suburban	1,804,135	2,640,702	4,444,837	3,031,960
Country	2,308,680	2,148,508	4,457,188	5,838,130
Bulk	11,022	23,882	34,904	16,241
Total Net Paid....	**9,274,701**	**14,993,568**	**24,268,269**	**17,838,537**

Circulations of Canadian A. B. C. Dailies

Distribution	22 Morning	55 Evening	77 Total M. & E.	6 Sunday
City Circulation..	186,174	700,213	886,387	165,153
Suburban	92,892	151,168	244,060	40,813
Country	181,865	239,275	421,140	47,741
Bulk	568	1,229	1,797	62
Total Net Paid....	**461,499**	**1,166,197**	**1,627,696**	**253,769**

Circulations of Foreign Language A. B. C. Dailies

Distribution	5 Morning	8 Evening	13 Total M. & E.	9 Sunday
City Circulation..	90,605	264,214	354,819	362,458
Suburban	20,812	16,934	37,746	38,004
Country	58,853	91,091	149,944	166,830
Bulk	133	6	139	112
Total Net Paid....	**170,403**	**372,245**	**542,648**	**567,404**

TOTALS OF ALL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Alabama—								
Morning	3	35,312	17,364	52,676	18,884	71,560	19	71,579
Evening	7	81,527	32,572	114,099	23,215	137,314	28	137,342
Total	10	116,839	49,936	166,775	42,099	208,874	47	208,921
Sunday	6	96,639	46,687	143,326	63,388	206,714	85	206,799
Arizona—								
Morning	2	10,605	6,012	16,617	3,028	19,645	94	19,739
Evening	2	6,841	4,327	11,168	1,179	12,347	58	12,405
Total	4	17,446	10,339	27,785	4,207	31,992	152	32,144
Sunday	3	14,049	6,857	20,906	3,565	24,471	26	24,497
Arkansas—								
Morning	2	16,411	5,666	22,077	31,231	53,308	8	53,316
Evening	2	14,617	5,203	19,820	13,113	32,933	8	32,941
Total	4	31,028	10,869	41,897	44,344	86,241	16	86,257
Sunday	4	34,365	11,731	46,096	55,695	101,791	101	101,892
California—								
Morning	15	369,807	180,140	549,947	134,009	683,956	1,179	685,135
Evening	31	526,196	153,455	679,651	71,164	750,815	2,208	753,023
Total	46	896,003	333,595	1,229,598	205,173	1,434,771	3,387	1,438,158
Sunday	17	588,497	291,698	880,195	280,249	1,160,444	1,526	1,161,970
Colorado—								
Morning	4	29,783	4,725	34,508	12,202	46,710	361	47,071
Evening	7	115,588	10,910	126,498	75,370	201,868	648	202,516
Total	11	145,371	15,635	161,006	87,572	248,578	1,009	249,587
Sunday	6	141,984	17,345	159,329	145,711	305,040	1,360	306,400
Connecticut—								
Morning	5	52,244	25,768	78,012	7,785	85,797	61	85,858
Evening	11	118,391	34,266	152,657	6,220	158,877	183	159,060
Total	16	170,635	60,034	230,669	14,005	244,674	244	244,918
Sunday	3	45,251	28,978	74,229	11,222	85,451	72	85,523
Delaware—								
Morning	1	6,645	1,033	7,678	752	8,430	3	8,433
Evening	2	22,730	7,147	29,877	3,059	32,936	26	32,962
Total	3	29,375	8,180	37,555	3,811	41,366	29	41,395
Sunday	1	12,347	2,014	14,361	521	14,882	13	14,895
District of Columbia—								
Morning	2	88,191	6,516	94,707	12,461	107,168	30	107,198
Evening	3	172,327	11,751	184,078	9,994	194,072	854	194,926
Total	5	260,518	18,267	278,785	22,455	301,240	884	302,124
Sunday	3	174,112	23,643	197,755	90,956	288,711	1,157	289,868
Florida—								
Morning	6	44,330	18,060	62,390	18,802	81,192	844	82,036
Evening	5	34,037	10,459	44,496	6,004	50,500	275	50,775
Total	11	78,367	28,519	106,886	24,806	131,692	1,119	132,811
Sunday	7	56,491	24,955	81,446	24,234	105,680	1,480	107,160
Georgia—								
Morning	5	62,992	35,015	98,007	27,079	125,086	228	125,314
Evening	8	102,452	48,918	151,370	35,749	187,119	..	187,119
Total	13	165,444	83,933	249,377	62,828	312,205	228	312,433
Sunday	12	161,095	88,464	249,559	170,259	419,818	243	420,061
Idaho—								
Morning	2	5,275	6,993	12,268	4,014	16,282	88	16,370
Evening	1	1,154	1,376	2,530	191	2,721	16	2,737
Total	3	6,429	8,369	14,798	4,205	19,003	104	19,107
Sunday	2	5,642	6,632	12,274	4,589	16,863	82	16,945
Illinois—								
Morning	11	591,905	161,251	753,156	253,497	1,006,653	437	1,007,090
Evening	47	873,025	199,723	1,072,748	108,606	1,181,354	6,273	1,187,627
Total	58	1,464,930	360,974	1,825,904	362,103	2,188,007	6,710	2,194,717
Sunday	17	877,020	266,150	1,143,170	879,986	2,023,156	453	2,023,609
Indiana—								
Morning	14	111,507	114,083	225,590	43,327	268,917	279	269,196
Evening	25	274,044	108,311	382,355	42,245	424,600	314	424,914
Total	39	385,551	222,394	607,945	85,572	693,517	593	694,110
Sunday	15	189,847	108,720	298,567	46,470	345,037	221	345,258
Iowa—								
Morning	5	27,367	52,501	79,868	57,504	137,372	163	137,535
Evening	27	205,491	171,076	376,567	80,024	456,591	607	457,198
Total	32	232,858	223,577	456,435	137,528	593,963	770	594,733
Sunday	10	109,789	96,111	205,900	92,876	298,776	461	299,237
Kansas—								
Morning	3	35,447	36,070	71,517	31,408	102,925	107	103,032
Evening	13	78,447	43,424	121,871	25,470	147,341	227	147,568
Total	16	113,894	79,494	193,388	56,878	250,266	334	250,600
Sunday	7	82,551	63,247	145,798	48,087	193,885	815	194,700
Kentucky—								
Morning	6	58,093	24,854	82,947	47,963	130,910	594	131,504
Evening	6	89,702	20,753	110,455	27,353	137,808	222	138,030
Total	12	147,795	45,607	193,402	75,316	268,718	816	269,534
Sunday	9	108,974	108,759	217,733	52,886	270,619	569	271,188
Louisiana—								
Morning	2	59,194	2,734	61,928	47,825	109,753	26	109,779
Evening	3	85,679	2,226	87,905	37,766	125,671	23	125,694
Total	5	144,873	4,960	149,833	85,591	235,424	49	235,473
Sunday	4	169,324	3,737	173,061	146,092	319,153	221	319,374
Maine—								
Morning	3	20,225	23,706	43,931	14,949	58,880	524	59,404
Evening	2	22,611	11,629	34,240	8,238	42,478	128	42,606
Total	5	42,836	35,335	78,171	23,187	101,358	652	102,010
Sunday	1	14,731	7,169	21,900	6,683	28,583	151	28,734
Maryland—								
Morning	4	136,182	20,307	156,489	39,693	196,182	1,356	197,538
Evening	4	203,407	13,996	217,403	14,886	232,289	147	232,436
Total	8	339,589	34,303	373,892	54,579	428,471	1,503	429,974
Sunday	2	196,955	17,420	214,375	47,676	262,051	53	262,104
Massachusetts—								
Morning	8	425,730	127,396	553,126	181,549	734,675	248	734,923
Evening	28	609,961	168,729	778,690	117,706	972,565	10,284	982,849
Total	36	1,035,691	296,125	1,331,816	299,255	1,707,240	10,532	1,717,772
Sunday	9	570,825	268,060	838,885	599,076	1,437,961	443	1,438,404
Michigan—								
Morning	4	125,883	36,668	162,551	50,754	213,305	424	213,729
Evening	19	549,206	167,363	716,569	72,227	788,796	610	789,406
Total	23	675,089	204,031	879,120	122,981	1,002,101	1,034	1,003,135
Sunday	12	464,128	139,625	603,753	199,132	802,885	151	803,036
Minnesota—								
Morning	3	97,015	15,844	112,859	45,364	158,223	487	158,710
Evening	9	245,487	32,912	278,399	169,647	448,046	3,996	452,042
Total	12	342,502	48,756	391,258	215,011	606,269	4,483	610,752
Sunday	5	237,585	27,383	264,968	246,449	511,417	452	511,869
Mississippi—								
Morning	..	.....	.....	.....	.....	.....	...	.....
Evening	3	11,166	7,343	18,509	3,468	21,977	7	21,984
Total	3	11,166	7,343	18,509	3,468	21,977	7	21,984
Sunday	2	7,877	7,313	15,190	2,757	17,947	39	17,986
Missouri—								
Morning	6	338,052	80,737	418,789	226,925	645,714	368	646,082
Evening	14	530,901	86,104	617,005	215,483	832,488	687	833,175
Total	20	868,953	166,841	1,035,794	442,408	1,478,202	1,055	1,479,257
Sunday	8	553,211	107,189	660,400	548,152	1,208,552	976	1,209,528
Montana—								
Morning	5	23,985	10,778	34,763	11,966	46,729	105	46,834
Evening	5	18,270	2,312	20,582	3,662	24,244	105	24,349
Total	10	42,255	13,090	55,345	15,628	70,973	210	71,183
Sunday	5	35,369	14,228	49,597	20,246	69,843	734	70,577
Nebraska—								
Morning	3	24,261	19,568	43,829	73,811	117,640	47	117,687
Evening	9	123,822	33,885	157,707	78,537	236,244	456	236,700
Total	12	148,083	53,453	201,536	152,348	353,884	503	354,387
Sunday	5	123,813	38,452	162,265	142,688	304,953	156	305,109
Nevada—								
Morning	..	.....	.....	.....	.....	.....	...	.....
Evening	1	2,887	942	3,829	1,943	5,772	3	5,775
Total	1	2,887	942	3,829	1,943	5,772	3	5,775
Sunday	..	.....	.....	.....	.....	.....	...	.....
New Hampshire—								
Morning	1	1,969	4,610	6,579	8,910	15,489	..	15,489
Evening	2	15,425	1,651	17,076	884	17,960	6	17,966
Total	3	17,394	6,261	23,655	9,794	33,449	6	33,455
Sunday	..	.....	.....	.....	.....	.....	...	.....
New Jersey—								
Morning	2	24,959	4,978	29,937	1,162	31,099	532	31,631
Evening	19	393,841	52,165	446,006	25,118	471,124	715	471,839
Total	21	418,800	57,143	475,943	26,280	502,223	1,247	503,470
Sunday	4	97,868	10,343	108,211	9,072	117,283	19	117,302
New Mexico—								
Morning	1	3,690	1,190	4,880	1,698	6,578	10	6,588
Evening	1	2,695	682	3,377	540	3,917	...	3,917
Total	2	6,385	1,872	8,257	2,238	10,495	10	10,505
Sunday	2	7,000	2,165	9,165	2,410	11,575	89	11,664

	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
New York—								
Morning	23	1,631,707	421,537	2,053,244	276,839	2,330,083	4,162	2,334,245
Evening	56	1,924,647	392,565	2,317,212	163,488	2,480,700	2,479	2,483,179
Total	79	3,556,354	814,102	4,370,456	440,327	4,810,783	6,641	4,817,424
Sunday	20	2,145,912	740,589	2,886,501	1,083,447	3,969,948	2,930	3,972,878
North Carolina—								
Morning	7	39,305	42,110	81,415	29,737	111,152	656	111,808
Evening	4	24,867	13,141	38,008	3,438	41,446	3	41,449
Total	11	64,172	55,251	119,423	33,175	152,598	659	153,257
Sunday	9	57,286	53,492	110,778	38,278	149,056	460	149,516
North Dakota—								
Morning	2	3,934	6,598	10,532	10,202	20,734	8	20,742
Evening	3	8,647	6,817	15,464	7,735	23,199	17	23,216
Total	5	12,581	13,415	25,996	17,937	43,933	25	43,958
Sunday	2	5,411	6,744	12,155	10,318	22,473	39	22,512
Ohio—								
Morning	8	164,521	77,719	242,240	62,350	304,590	532	305,122
Evening	54	1,020,669	329,394	1,350,063	210,453	1,560,516	1,487	1,562,003
Total	62	1,185,190	407,113	1,592,303	272,803	1,865,106	2,019	1,867,125
Sunday	17	389,743	150,379	540,122	156,579	696,701	1,209	697,910
Oklahoma—								
Morning	5	49,122	25,793	74,915	54,343	129,258	246	129,504
Evening	7	70,361	22,686	93,047	47,226	140,273	88	140,361
Total	12	119,483	48,479	167,962	101,569	269,531	334	269,865
Sunday	7	80,580	37,449	118,029	72,901	190,930	345	191,275
Oregon—								
Morning	2	42,985	15,516	58,501	34,860	93,361	562	93,923
Evening	7	107,973	31,085	139,058	43,657	182,715	530	183,245
Total	9	150,958	46,601	197,559	78,517	276,076	1,092	277,168
Sunday	3	106,881	39,265	146,146	89,147	235,293	611	235,904
Pennsylvania—								
Morning	21	489,923	258,722	748,645	225,728	974,373	406	974,779
Evening	33	907,811	352,255	1,260,066	123,956	1,384,022	701	1,384,723
Total	54	1,397,734	610,977	2,008,711	349,684	2,358,395	1,107	2,359,502
Sunday	10	654,460	329,985	984,445	432,046	1,416,491	210	1,416,701
Rhode Island—								
Morning	1	20,733	10,809	31,542	3,552	35,094	35	35,129
Evening	6	109,915	36,502	146,417	7,057	153,474	37	153,511
Total	7	130,648	47,311	177,959	10,609	188,568	72	188,640
Sunday	3	45,812	22,125	67,937	5,069	73,006	59	73,065
South Carolina—								
Morning	4	15,514	18,186	33,700	18,682	52,382	...	52,382
Evening	4	24,082	10,459	34,541	6,817	41,358	10	41,368
Total	8	39,596	28,645	68,241	25,499	93,740	10	93,750
Sunday	5	26,970	20,125	47,095	25,939	73,034	13	73,047
South Dakota—								
Morning	2	5,745	11,592	17,337	6,552	23,889	6	23,895
Evening	4	12,575	19,419	31,994	8,546	40,540	33	40,573
Total	6	18,320	31,011	49,331	15,098	64,429	39	64,468
Sunday	2	6,659	12,572	19,231	7,213	26,444	17	26,461
Tennessee—								
Morning	7	123,756	74,225	197,981	82,734	280,715	36	280,751
Evening	6	104,235	35,969	140,204	7,730	147,934	28	147,962
Total	13	227,991	110,194	338,185	90,464	428,649	64	428,713
Sunday	9	155,787	86,529	242,316	95,004	337,320	138	337,458
Texas—								
Morning	13	111,011	32,016	143,027	111,700	254,727	566	255,293
Evening	15	221,337	28,093	249,430	136,713	386,143	92	386,235
Total	28	332,348	60,109	392,457	248,413	640,870	658	641,528
Sunday	20	257,836	68,828	323,664	292,647	616,311	864	617,175
Utah—								
Morning	1	17,149	5,382	22,531	18,467	40,998	94	41,092
Evening	3	29,111	9,472	38,583	18,860	57,443	12	57,455
Total	4	46,260	14,854	61,114	37,327	98,441	106	98,547
Sunday	3	46,631	13,782	60,413	43,187	103,600	88	103,688
Vermont—								
Morning	1	6,148	7,579	13,727	8,902	22,629	8	22,637
Evening	2	2,375	3,329	5,704	1,015	6,719	5	6,724
Total	3	8,523	10,908	19,431	9,917	29,348	13	29,361
Sunday	..	.....	.....	.....	.....	.....	...	.....
Virginia—								
Morning	9	48,218	29,932	78,150	31,901	110,051	188	110,239
Evening	10	106,106	14,526	120,632	15,647	136,279	94	136,373
Total	19	154,324	44,458	198,782	47,548	246,330	282	246,612
Sunday	..	.....	.....	.....	.....	.....	...	.....
Washington—								
Morning	5	65,877	38,623	104,500	31,602	136,102	309	136,411
Evening	11	170,054	52,198	222,252	34,162	256,414	196	256,610
Total	16	235,931	90,821	326,752	65,764	392,516	505	393,021
Sunday	8	154,497	64,150	218,647	113,993	332,640	624	333,264
West Virginia—								
Morning	8	34,919	36,378	71,297	15,675	86,972	259	87,231
Evening	6	33,571	13,263	46,834	4,865	51,699	220	51,919
Total	14	68,490	49,641	118,131	20,540	138,671	479	139,150
Sunday	10	57,009	51,037	108,046	20,241	128,287	293	128,580
Wisconsin—								
Morning	2	26,629	13,353	39,982	10,189	50,171	37	50,208
Evening	21	228,597	106,990	335,587	57,778	393,365	382	393,747
Total	23	255,226	120,343	375,569	67,967	443,536	419	443,955
Sunday	6	142,145	71,216	213,361	93,404	306,765	107	306,872
Wyoming—								
Morning	..	.....	.....	.....	.....	.....	...	.....
Evening	3	11,582	1,967	13,549	7,120	20,669	26	20,695
Total	3	11,582	1,967	13,549	7,120	20,669	26	20,695
Sunday	2	5,555	1,190	6,745	4,362	11,107	8	11,115

FOREIGN LANGUAGE A. B. C. DAILIES—BY STATES

Illinois—								
Morning	..	.....	.....	.....	.....	.....	...	.....
Evening	1	34,470	4,955	39,425	4,990	44,415	..	44,415
Total	1	34,470	4,955	39,425	4,990	44,415	..	44,415
Sunday	1	27,687	3,238	30,925	4,154	35,079	6	35,085
New York—								
Morning	7	298,931	43,822	342,753	129,631	472,384	235	472,619
Evening	3	173,981	19,203	193,184	65,265	258,449	23	258,472
Total	10	472,912	63,025	535,937	194,896	730,833	258	731,091
Sunday	6	322,082	51,368	373,450	143,072	516,572	58	516,580
Rhode Island—								
Morning	..	.....	.....	.....	.....	.....	...	.....
Evening	1	2,590	395	2,985	556	3,541	..	3,541
Total	1	2,590	395	2,985	556	3,541	..	3,541
Sunday	..	.....	.....	.....	.....	.....	...	.....
New Hampshire—								
Morning	..	.....	.....	.....	.....	.....	...	.....
Evening	1	2,958	508	3,466	570	4,036	3	4,039
Total	1	2,958	508	3,466	570	4,036	3	4,039
Sunday	..	.....	.....	.....	.....	.....	...	.....

A. B. C. CANADIAN SUMMARY—MORNING, EVENING, SUNDAY—BY PROVINCES

	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Alberta—								
Morning	2	7,753	6,796	14,549	1,156	15,705	185	15,890
Evening	4	30,788	17,798	48,586	2,296	50,882	17	50,899
Total	6	38,541	24,594	63,135	3,452	66,587	202	66,789
Sunday	..	.....	.....	.....	.....	.....	...	.....
British Columbia—								
Morning	3	18,529	9,550	28,079	8,750	36,829	12	36,841
Evening	4	39,850	25,358	65,208	23,280	88,488	29	88,517
Total	7	58,379	34,908	93,287	32,030	125,317	41	125,358
Sunday	2	25,845	12,167	38,012	12,015	50,027	50	50,077
Manitoba—								
Morning	1	7,875	313	8,188	14,610	22,798	7	22,805
Evening	2	50,669	3,013	53,682	27,125	80,807	14	80,821
Total	3	58,544	3,326	61,870	41,735	103,605	21	103,626
Sunday	..	.....	.....	.....	.....	.....	...	.....
New Brunswick—								
Morning	1	4,365	.....	4,365	10,286	14,651	...	14,651
Evening	1	13,730	.....	13,730	1,704	15,434	...	15,434
Total	2	18,095	.....	18,095	11,990	30,085	...	30,085
Sunday	..	.....	.....	.....	.....	.....	...	.....
Nova Scotia—								
Morning	3	6,899	1,039	7,938	20,744	28,682	69	28,751
Evening	3	14,567	420	14,987	10,202	25,189	1	25,190
Total	6	21,466	1,459	22,925	30,946	53,871	70	53,941
Sunday	..	.....	.....	.....	.....	.....	...	.....
Ontario—								
Morning	7	138,312	697,451	208,057	110,645	318,702	113	318,815
Evening	25	341,803	64,572	406,375	52,259	458,634	510	459,144
Total	32	480,115	134,317	614,432	162,904	777,336	623	777,959
Sunday	1	96,609	24,683	121,292	28,575	149,807	...	149,807
Prince Edward Island—								
Morning	1	1,185	.....	1,185	6,006	7,191	...	7,191
Evening	..	.....	.....	.....	.....	.....	...	.....
Total	1	1,185	.....	1,185	6,006	7,191	...	7,191
Sunday	..	.....	.....	.....	.....	.....	...	.....
Quebec—								
Morning	3	38,746	2,109	40,855	13,977	54,832	13	54,845
Evening	9	215,821	30,951	246,772	117,079	363,851	291	364,142
Total	12	254,567	33,060	287,627	131,056	418,683	304	418,987
Sunday	..	.....	.....	.....	.....	.....	...	.....
Saskatchewan—								
Morning	2	6,087	8,061	14,148	8,397	22,545	...	22,545
Evening	4	16,963	15,872	32,835	3,669	36,504	495	36,999
Total	6	23,050	23,933	46,983	12,066	59,049	495	59,544
Sunday	..	.....	.....	.....	.....	.....	...	.....

TOTALS OF U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

Total—								
Morning	249	5,735,837	2,172,604	7,908,441	2,449,687	10,358,128	16,758	10,374,886
Evening	571	10,650,442	2,925,740	13,576,182	2,185,324	15,837,675	35,554	15,873,229
Total	820	16,386,279	5,098,344	21,484,623	4,635,011	26,195,803	52,312	26,248,115
Sunday	336	9,516,513	3,601,532	13,118,045	6,524,902	19,642,947	30,163	19,663,110

A. B. C. FOREIGN LANGUAGE SUMMARY—U. S.

Total Morning	7	298,931	43,822	342,753	129,631	472,384	235	472,619
Evening	5	213,999	25,061	239,060	71,381	310,441	26	310,467
Total	12	512,930	68,883	581,813	201,012	782,825	261	783,086
Sunday	7	349,769	54,606	404,375	147,226	551,601	64	551,665

TOTALS OF CANADIAN DAILIES IN A. B. C.

Morning	23	229,751	97,613	327,364	194,571	521,935	399	522,334
Evening	51	724,191	157,984	882,175	237,614	1,119,789	1,357	1,121,146
Total	75	1,953,942	255,597	1,209,539	432,185	1,641,724	1,756	1,643,480
Sunday	3	122,454	36,850	159,304	40,530	199,834	50	199,884

TOTALS OF ALL A. B. C. DAILIES

Morning	279	6,264,519	2,314,039	8,578,548	2,773,889	11,352,447	17,392	11,369,839
Evening	627	11,588,632	3,108,785	14,697,417	2,494,319	17,267,905	36,937	17,304,842
Total	906	17,853,251	5,422,814	23,275,965	5,278,208	28,620,352	54,339	28,674,681
Sunday	346	9,988,736	3,692,988	13,681,724	6,712,658	20,393,482	30,727	20,424,209

Explanation of Key Letters

"(B)"—Morning except Sunday.

"(D)"—Morning except Sunday and Monday.

"(E)"—Morning and evening week days.

"(F)"—Morning and evening week days and Sunday morning.

"(G)"—Morning except Monday and evening except Sunday.

"(H)"—Morning except Monday and evening except Saturday and Sunday.

"(I)"—Morning except Sunday and Monday and evening except Sunday.

"(M)"—Sunday exclusively.

"(Q)"—Every evening.

"(S)"—Evening except Sunday and Sunday morning.

"(T)"—Evening except Saturday and Sunday.

"(U)"—Evening except Saturday and Sunday and Sunday morning.

"(Y)"—Saturday exclusively.

Roman type indicates morning papers; italic type, evening papers.

A. B. C. Reports Classified by States and Cities Follow Pages 92-109 Inclusive

CITY, SUBURBAN, COUNTRY, BULK AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

ALABAMA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Birmingham	Age-Herald	(b)	18,327	4,942	23,269	8,788	32,057	...	32,057
	Sunday ed.	(m)	19,677	5,966	25,643	23,662	49,305	...	49,305
	News	(r)	42,246	15,443	57,689	14,878	72,567	26	72,593
	Sunday ed.	(m)	42,797	17,193	59,990	19,135	79,125	85	79,210
	Post	(r)	16,213	5,578	21,791	1,802	23,593	...	23,593
Gadsden	*Journal*	(r)	2,333	2,048	4,381	233	4,614	...	4,614
	Times-News	(r)	2,452	2,149	4,601	127	4,728	...	4,728
Huntsville	*Times***	(r)	1,779	498	2,277	208	2,485	...	2,485
	Sunday ed.	(m)	2,015	503	2,518	209	2,727	...	2,727
Mobile	*News-Item*	(r)	9,737	948	10,685	128	10,813	...	10,813
	Register	(b)	11,268	6,072	17,341	3,520	20,861	...	20,861
	Sunday ed.	(m)	17,066	8,611	25,677	6,459	32,136	...	32,136
Montgomery	Advertiser	(b)	5,717	6,349	12,066	6,576	18,642	19	18,661
	Sunday ed.	(m)	7,406	8,250	15,656	7,866	23,522	...	23,522
	Journal	(r)	6,767	5,908	12,675	5,839	18,514	2	18,516
	Sunday ed†	(m)	7,678	6,164	13,842	6,057	19,899	...	19,899

(†Sunday edition discontinued May 20, 1923)

ARIZONA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Phoenix	*Ariz-Gazette*	(r)	3,728	3,612	7,340	795	8,135	56	8,191
	Arizona Republican	(b)	7,371	5,160	12,531	2,826	15,357	21	15,378
	Sunday ed.	(m)	7,620	5,260	12,880	2,946	15,826	19	15,845
Tucson	Ariz. Star	(d)	3,234	852	4,086	202	4,288	73	4,361
	Sunday ed.	(m)	3,394	877	4,271	203	4,474	7	4,481
	Citizen	(r)	3,113	715	3,828	384	4,212	2	4,214
	Sunday ed.	(m)	3,035	720	3,755	416	4,171	...	4,171

ARKANSAS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Fort Smith	S. W. American	(d)	4,831	5,666	10,497	4,411	14,908	8	14,916
	Sunday ed.	(m)	5,013	5,879	10,892	4,855	15,747	57	15,804
	Times-Record	(t)	4,509	5,203	9,712	1,828	11,540	5	11,545
	Sunday ed.	(m)	4,695	5,852	10,547	2,708	13,255	18	13,273
Little Rock	*Ark. Democrat*	(r)	10,108	.....	10,108	11,285	21,393	3	21,396
	Sunday ed.	(m)	10,672	.....	10,672	14,795	25,467	26	25,493
	Ark. Gazette	(b)	11,580	.....	11,580	26,820	38,400	...	38,400
	Sunday ed.	(m)	13,985	.....	13,985	33,337	47,322	...	47,322

CALIFORNIA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Bakersfield	*Californian*	(r)	4,252	2,607	6,859	445	7,304	...	7,304
	Echo	(b)	2,166	1,928	4,094	464	4,558	26	4,584
	Sunday ed.	(m)	2,382	1,962	4,344	463	4,807	26	4,833
Chico	*Enterprise*	(r)	1,347	632	1,979	178	2,157	...	2,157
Eureka	Humbolt Times	(d)	2,067	1,890	3,957	884	4,841	16	4,857
	Sunday ed.	(m)	2,236	1,952	4,188	919	5,107	5	5,112
Fresno	*Bee*	(r)	6,487	6,235	12,722	3,742	16,464	8	16,472
	Republican	(b)	10,859	10,691	21,550	8,700	30,250	130	30,380
	Sunday ed.	(m)	11,368	11,072	22,440	9,122	31,562	136	31,698
Clendale	*Press*	(r)	4,345	1,555	5,900	98	5,988	10	6,008
	(Circulation sold in combination with Los Angeles Express)								
Grass Valley	Morning Union	(d)	798	626	1,424	193	1,617	...	1,617
	Sunday ed.	(m)	799	626	1,425	193	1,618	...	1,618
Hollywood	*Citizen****	(r)	3,979	.....	3,979	78	4,057	13	4,070
	*News****	(r)	7,664	.....	7,664	1,466	9,130	...	9,130
	(Sold in combination with Los Angeles Evening Express)								
Long Beach	*Press****	(r)	15,223	1,855	17,078	1,217	18,295	6	18,301
	Sunday ed.	(m)	14,521	1,864	16,385	1,359	17,744	...	17,744
	*Telegram****	(r)	15,083	1,936	17,019	1,369	18,388	1,215	19,603
	Sunday ed.	(m)	13,735	2,050	15,785	1,521	17,306	291	17,597
	(Telegram bought Daily News Sept. 21 and acquired its subscription list)								
Los Angeles	Examiner	(b)	90,596	38,518	129,114	27,521	156,635	3	156,638
	Sunday ed.	(m)	180,895	76,712	257,607	74,617	332,224	...	332,224
	Express	(r)	54,361	40,386	94,747	4,108	98,855	48	98,903
	Herald	(r)	143,009	19,180	162,189	5,460	167,649	...	167,649
	Times	(b)	73,914	30,181	104,095	17,888	121,983	1	121,984
	Sunday ed.	(m)	105,237	40,540	145,777	29,600	175,377	19	175,396
Modesto	*News*	(r)	2,833	2,580	5,413	260	5,673	7	5,680
	Herald	(d)	1,045	2,890	3,935	303	4,238	6	4,244
	Sunday ed.	(m)	1,117	2,909	4,026	295	4,321	1	4,322
Oakland	*Post-Enquirer*	(r)	25,262	4,295	29,557	2,923	32,480	93	32,573
	Tribune	(r)	46,235	6,241	52,476	6,465	58,941	107	59,048
	Sunday ed.	(m)	45,577	6,112	51,689	6,981	58,670	169	58,839
Pasadena	*Post*	(r)	5,564	.....	5,564	5,512	11,076	44	11,120
	(Sold in combination with Los Angeles Evening Express)								
	Star-News	(r)	14,226	.....	14,226	1,016	15,242	39	15,281
Pomona	*Progress*	(r)	2,671	619	3,290	94	3,384	53	3,437
Riverside	*Press*	(r)	4,324	982	5,306	819	6,125	1	6,126
Sacramento	*Bee*	(r)	16,366	9,509	25,875	13,120	38,995	3	38,998
	Star	(r)	5,482	2,444	7,926	845	8,771	...	8,771
	Union	(b)	6,050	1,928	7,978	916	8,894	202	9,096
	Sunday ed.	(m)	7,261	2,209	9,470	1,028	10,498	93	10,591
San Bernardino	Sun	(b)	3,531	2,771	6,302	702	7,004	96	7,100
	Sunday ed.	(m)	3,703	2,835	6,538	711	7,249	1	7,250
	Telegram	(r)	2,137	220	2,357	62	2,419	...	2,419
San Diego	*Sun****	(r)	13,616	826	14,442	1,743	16,185	36	16,221
	*Tribune****	(r)	13,782	1,120	14,902	1,164	16,066	33	16,099
	Union***	(b)	16,170	1,324	17,494	1,364	18,858	552	19,410
	Total Daily	(e)	29,952	2,444	32,396	2,528	34,924	585	35,509
	Sunday ed.	(m)	21,415	1,871	23,286	1,951	25,237	694	25,931
San Francisco	*Bulletin*	(r)	34,752	19,256	54,008	10,533	64,541	142	64,683
	Call-Post	(r)	56,625	23,006	79,631	11,375	91,006	166	91,172
	Chronicle	(b)	32,751	29,068	61,819	23,631	85,450	23	85,473
	Sunday ed.	(m)	46,400	40,738	87,138	41,065	128,203	56	128,259
	Daily News	(r)	48,736	8,098	56,834	1,091	57,925	87	58,012
	Examiner	(b)	70,990	45,930	116,920	43,427	160,347	...	160,347
	Sunday ed.	(m)	118,531	91,898	210,429	108,712	319,141	...	319,141
San Jose	Mercury-Herald	(b)	9,053	5,736	14,789	644	15,433	11	15,444
	Sunday ed.	(m)	9,528	5,930	15,458	795	16,253	25	16,278
San Pedro	*News*	(r)	4,330	842	5,172	129	5,301	82	5,383
	(Circulation sold in combination with Los Angeles Express)								
Santa Ana	*Register*	(r)	4,989	3,199	8,188	420	8,608	52	8,660
Santa Barbara	*News****	(r)	4,703	368	5,071	610	5,681	4	5,685
	Press***	(d)	3,582	418	4,000	907	4,907	6	4,913
	Sunday ed.	(m)	3,792	418	4,210	917	5,127	10	5,137
Santa Monica	*Outlook*	(r)	5,353	1,278	6,631	207	6,838	...	6,838
	(Circulation sold in combination with Los Angeles Express)								
Vallejo	*Chronicle*	(r)	1,299	.....	1,299	51	1,350	7	1,357
Venice	*Vanguard*	(r)	2,548	.....	2,548	890	3,348	42	3,390
	(Circulation sold in combination with Los Angeles Express)								
Visalia	*Times*	(r)	938	427	1,365	139	1,504	17	1,521

COLORADO

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Colorado Springs	Gazette	(b)	5,087	306	5,393	316	5,709	...	5,709
	Telegraph	(r)	7,456	362	7,818	295	8,113	...	8,113
	Total Daily	(e)	12,543	668	13,211	611	13,822	...	13,822
	*Sun. Gazette	(m)	5,381	259	5,640	784	6,424	...	6,424
	*Sun. Telegraph	(m)	6,614	387	7,001	502	7,503	...	7,503
	†Sun. Caz. & Telegraph	(m)	10,786	669	11,455	878	12,333	...	12,333

(*From April 1, 1923 to May 13, 1923; †From May 20 to Oct. 1, 1923)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Denver	*Express*	(r)	12,728	537	13,265	1,738	15,003	272	15,275
	Post	(r)	69,963	6,402	76,365	63,959	140,324	246	140,570
	Sunday ed.	(m)	76,025	9,824	85,849	118,710	204,559	497	205,056
	Rocky Mt. News	(b)	20,128	1,540	21,688	9,943	31,611	241	31,852
	Times	(r)	15,042	828	15,870	7,528	23,398	93	23,491
	Total Daily	(e)	35,170	2,368	37,538	17,471	55,009	334	55,343
	Sunday ed.	(m)	30,401	2,615	33,016	20,685	53,701	743	54,444
Grand Junction	*Sentinel*	(r)	1,592	1,322	2,914	301	3,215	37	3,252
Greeley	Trib.-Repub.	(b)	.....	1,179	1,179	11	1,190	...	1,190
	Trib-Repub.	(r)	1,926	254	2,180	402	2,582	...	2,582
	Total Daily	(e)	1,926	1,433	3,359	413	3,772	...	3,772
Pueblo	Chieftain	(b)	4,568	1,700	6,268	1,932	8,200	120	8,320
	Sunday ed.	(m)	5,845	2,192	8,037	2,807	10,844	120	10,964
	Star-Journal	(r)	6,881	1,205	8,086	1,147	9,233	...	9,233
	Sunday ed.	(m)	6,932	1,399	8,331	1,345	9,676	...	9,676

CONNECTICUT

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Ansonia	*Sentinel*	(r)	6,517	.....	6,517	192	6,709	...	6,709
Bridgeport	*Post*	(r)	25,969	4,072	30,041	454	30,495	6	30,501
	Telegram	(b)	11,524	2,771	14,295	634	14,929	13	14,942
	Total Daily	(e)	37,493	6,843	44,336	1,088	45,424	19	45,443
	Sun. Post	(m)	16,456	3,177	19,633	394	20,027	4	20,031
Hartford	Courant	(b)	12,661	14,888	27,549	5,589	33,138	19	33,157
	Sunday ed.	(m)	18,216	22,280	40,496	9,630	50,126	59	50,185
	Times	(r)	29,658	12,899	42,557	2,465	45,022	104	45,126
Meriden	*Journal*	(r)	5,394	520	5,914	133	6,047	24	6,071
	Record	(b)	4,936	1,934	6,870	357	7,227	29	7,256
New Britain	*Herald****	(r)	7,338	1,356	8,694	253	8,947	8	8,955
New Haven	Journal-Courier	(b)	14,685	2,947	17,632	571	18,203	...	18,203
	Times-Leader	(r)	9,948	5,918	15,866	1,183	17,049	...	17,049
New London	*Day****	(r)	6,411	4,467	10,878	458	11,336	14	11,350
Norwalk	*Hour*	(r)	4,596	621	5,217	77	5,294	6	5,300
Stamford	*Advocate*	(r)	6,536	1,738	8,274	339	8,613	14	8,627
Waterbury	*Democrat*	(r)	8,212	879	9,091	237	9,328	...	9,328
	American	(r)	7,812	1,796	9,608	429	10,037	7	10,044
	Republican	(b)	8,438	3,228	11,666	634	12,300	...	12,300
	Total Daily	(e)	16,250	5,024	21,374	1,063	22,337	7	22,344
	Sunday ed.	(m)	10,579	3,521	14,100	1,198	15,298	9	15,307

DELAWARE

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Wilmington	*Every Evening*	(r)	7,507	3,379	10,886	2,122	13,008	20	13,028
	Journal	(r)	15,224	3,768	18,991	937	19,928	6	19,934
	News	(b)	6,645	1,033	7,678	752	8,430	3	8,433
	Sunday Star	(m)	12,347	2,014	14,361	521	14,882	13	14,895

DISTRICT OF COLUMBIA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Washington	*Daily News*	(r)	45,023	1,641	46,664	474	47,138	...	47,138
	Herald	(b)	40,744	2,762	43,506	3,779	47,285	30	47,315
	Sunday ed.	(m)	46,426	5,639	52,065	70,374	122,799	1	122,800
	Post	(b)	47,447	3,754	51,201	8,682	59,883	...	59,883
	Sunday ed.	(m)	51,735	6,289	58,024	13,224	71,248	...	71,248
	Star	(r)	78,210	6,247	84,457	4,274	88,731	784	89,515
	Sunday ed.	(m)	75,951	11,715	87,666	6,998	94,664	1,156	95,820
	Times	(r)	49,094	3,863	52,957	5,246	58,203	70	58,273

FLORIDA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Jacksonville	*Journal*	(r)	11,748	3,808	15,556	2,998	18,554	...	18,554
	Fla. Times-Union	(b)	19,283	8,758	28,041	7,825	35,866	293	36,159
	Sunday ed.	(m)	20,489	10,110	30,599	8,899	39,498	304	39,802
Miami	Herald	(b)	7,741	2,283	10,024	3,647	13,671	71	13,742
	Sunday ed.	(m)	9,351	2,625	11,976	4,351	16,327	75	16,402
	News-Metropolis	(r)	7,171	2,625	9,796	908	10,704	30	10,734
Orlando	*Reporter-Star*	(r)	2,449	663	3,112	232	33,344	38	3,382
	Sentinel	(b)	2,261	1,039	3,300	344	3,644	112	3,756
	Sunday ed.	(m)	2,651	1,260	3,911	405	4,316	128	4,444
Pensacola	Journal	(b)	2,928	1,112	4,040	1,089	5,129	140	5,269
	Sunday ed.	(m)	3,447	1,264	4,711	1,186	5,897	142	6,039
	News	(r)	2,871	410	3,281	339	3,620	26	3,646
	Sunday ed.	(m)	3,445	548	3,993	394	4,387	25	4,412
Tampa	*Times*	(r)	9,798	2,953	12,751	1,527	14,278	181	14,459
	Tribune	(b)	9,505	4,332	13,837	5,325	19,162	214	19,376
	Sunday ed.	(m)	14,516	8,585	23,101	8,412	31,513	727	32,240
W. Palm Beach	Post	(b)	2,612	536	3,148	572	3,720	14	3,734
	Sunday ed.	(m)	2,592	563	3,155	587	3,742	79	3,821

GEORGIA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Athens	*Banner-Herald*	(r)	2,925	1,346	4,271	171	4,442	...	4,442
	Sunday ed.	(m)	2,900	1,339	4,239	172	4,411	...	4,411
Atlanta	Constitution***	(b)	33,453	16,749	50,202	11,344	61,546	213	61,759
	Sunday ed.	(m)	31,266	18,324	49,590	25,968	75,558	213	75,771
	*Georgian****	(r)	28,326	13,796	42,122	13,129	55,251	...	55,251
	Sun. American	(m)	30,603	16,122	46,725	79,227	125,952	...	125,952
	*Journal****	(r)	33,878	19,655	53,533	13,708	67,241	...	67,241
	Sunday ed.	(m)	37,904	24,065	61,969	39,373	101,342	...	101,342
Augusta	Chronicle	(b)	5,500	4,771	10,271	1,303	11,574	...	11,574
	Sunday ed.	(m)	5,951	4,452	10,403	1,336	11,739	...	11,739
	Herald	(r)	7,664	4,443	12,107	1,253	13,360	...	13,360
	Sunday ed.	(m)	8,299	4,359	12,658	1,233	13,891	...	13,891
Columbus	Enquirer-Sun	(b)	3,944	1,596	5,540	452	5,992	15	6,007
	Sunday ed.	(m)	3,930	1,600	5,530	456	5,986	30	6,016
	Ledger	(r)	8,040	1,861	9,901	370	10,271	...	10,271
	Sunday ed.	(m)	8,109	1,859	9,968	372	10,340	...	10,340
Macon	*News*	(r)	7,488	3,997	11,485	6,212	17,697	...	17,697
	Sunday ed.	(m)	7,240	4,110	11,350	6,633	17,983	...	17,983
	Telegraph	(b)	8,767	5,357	14,124	11,298	25,422	...	25,422
	Sunday ed.	(m)	9,076	5,341	14,417	11,933	26,350	...	26,350
Rome	*News-Tribune*	(r)	2,594	503	3,097	650	3,747	...	3,747
	Sunday ed.	(m)	2,651	521	3,172	657	3,829	...	3,829
Savannah	News	(b)	11,328	6,542	17,870	2,682	20,552	...	20,552
	Sunday ed.	(m)	13,166	6,372	19,538	2,899	22,437	...	22,437
	Press	(r)	11,537	3,317	14,854	256	15,110	...	15,110

IDAHO

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Boise	Idaho Statesman***	(b)	4,176	5,584	9,760	3,879	13,639	2	13,641
	Sunday ed.	(m)	4,531	5,225	9,756	4,455	14,211	5	14,216
Twin Falls	News***	(d)	1,099	1,409	2,508	135	2,643	86	2,729
	Sunday ed.	(m)	1,111	1,407	2,518	134	2,652	77	2,729
	*Times****	(r)	1,154	1,376	2,530	191	2,721	16	2,737

ILLINOIS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Alton	*Times*	(r)	2,770	1,360	4,130	146	4,276	278	4,554
	Telegraph	(r)	4,675	1,543	6,218	185	6,403	47	6,450
Aurora	*Beacon-News*	(r)	9,654	6,075	15,729	536	16,265	86	16,351
Belleville	*Advocate*	(r)	3,573	1,603	5,176	123	5,299	4	5,303
Bloomington	*Bulletin*	(r)	3,829	1,887	5,716	160	5,876	...	5,876
	Sunday ed.	(m)	5,757	1,951	7,708	196	7,904	1	7,905
	Pantagraph	(b)	6,249	9,250	15,499	1,747	17,246	24	17,270
Cairo	Bulletin**	(b)	1,184	734	1,918	101	2,019	8	2,027
	Sunday ed.	(m)	1,182	734	1,916	101	2,017	...	2,017
	*Citizen****	(r)	2,320	1,706	4,026	186	4,212	2	4,214

Czas Publishing Ass'n., Pub.—Crelaw Kozlowski, Ed.

(Continued on page 94)

32,092,298

agate lines of paid advertising were carried by the Baltimore Sun—morning, evening and Sunday issues during 1923—

A Gain of 3,075,862

agate lines over the advertising record of The Sunpapers for 1922.

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 92)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Canton	*Ledger*	(r)	1,776	2,162	3,938	437	4,375	4	4,379
	Register	(r)	1,159	1,339	2,498	308	2,806	...	2,806
Centralia	*Sentinel*	(r)	3,808	1,864	5,672	181	5,853	...	5,853
Champaign	*News-Gazette***	(r)	5,661	5,230	10,891	325	11,216	...	11,216
	Sunday ed.	(m)	5,638	5,231	10,869	324	11,193	...	11,193
Chicago	*American*	(r)	298,733	28,912	327,645	60,707	388,352	...	388,352
	Herald & Examiner	(b)	219,726	25,587	245,313	89,957	335,270	...	335,270
	Sunday ed.	(m)	339,724	69,428	409,152	523,263	932,415	...	932,415
	News	(r)	328,188	26,783	354,971	22,758	377,729	132	377,861
	Post	(r)	35,765	2,432	38,197	2,259	40,456	4,462	44,918
	Tribune	(b)	324,937	86,888	411,825	155,803	567,628	...	567,628
	Sunday ed.	(m)	419,156	114,845	534,001	343,466	877,467	...	877,467
Clinton	Journal	(d)	1,128	753	1,881	150	2,031	9	2,040
	Sunday ed.	(m)	1,130	755	1,885	150	2,035	22	2,057
Danville	*Commercial-News*	(r)	8,473	10,601	19,074	1,549	20,623	22	20,645
Decatur	Herald	(b)	7,579	7,842	15,421	2,881	18,302	...	18,302
	Sunday ed.	(m)	7,409	7,900	15,309	2,748	18,057	...	18,057
	Review	(r)	9,445	6,480	15,925	1,980	17,905	1	17,906
	Sunday ed.	(m)	9,100	6,365	15,465	1,701	17,166	...	17,166
Dixon	*Telegraph*	(r)	2,092	1,810	3,902	173	4,075	40	4,115
East St. Louis	*Journal*	(r)	10,103	225	10,328	291	10,619	1	10,620
	Sunday ed.	(m)	11,390	438	11,828	293	12,121	20	12,141
Elgin	*Courier*	(r)	5,051	3,294	8,345	436	8,781	4	8,785
	News	(r)	3,933	2,006	5,939	532	6,471	123	6,594
Freeport	*Journal-Standard*	(r)	4,938	3,288	8,226	362	8,588	17	8,605
Galesburg	*Mail*	(r)	3,752	4,298	8,050	536	8,586	15	8,601
	Republican-Register	(r)	3,365	4,144	7,509	999	8,508	2	8,510
Jacksonville	*Courier*	(r)	1,683	428	2,111	216	2,327	...	2,327
	Journal	(d)	1,727	1,702	3,429	377	3,806	...	3,806
	Sunday ed.	(m)	1,815	1,703	3,518	377	3,895	...	3,895
Joliet	*Herald-News*	(r)	12,284	5,252	17,536	474	18,010	...	18,010
	Sunday ed.	(m)	11,982	5,240	17,222	482	17,704	...	17,704
Kankakee	*Republican*	(r)	3,702	2,812	6,514	453	6,967	2	6,969
Kewanee	*Star-Courier*	(r)	2,908	718	3,626	188	3,814	25	3,839
La Salle	*Tribune*	(r)	2,292	648	2,940	101	3,041	...	3,041
Lincoln	*Courier*	(r)	1,771	1,066	2,837	88	2,925	...	2,925
	Star	(r)	914	523	1,437	171	1,608	6	1,614
Mattoon	*Journal-Gazette*	(r)	3,155	1,453	4,608	328	4,936	...	4,936
Moline	*Dispatch*	(r)	8,510	1,203	9,713	430	10,143	5	10,148
Monmouth	*Atlas*	(r)	1,278	1,517	2,795	214	3,009	4	3,013
Ottawa	*Republican-Times*	(r)	2,553	2,287	4,840	328	5,168	38	5,206
Peoria	*Journal****	(r)	10,787	8,080	18,867	2,952	21,819	397	22,216
	Transcript	(b)	4,887	4,276	9,163	879	10,042	351	10,393
	Total Daily	(e)	15,674	12,356	28,030	3,831	31,861	748	32,609
	Sunday ed.	(m)	13,021	6,710	19,731	2,257	21,988	326	22,314
	*Star****	(r)	13,868	10,100	23,968	2,883	26,851	232	27,083
	Sunday ed.	(m)	13,802	4,746	18,548	1,636	20,184	9	20,193
Pontiac	*Leader*	(r)	1,558	1,413	2,971	357	3,328	13	3,341
Quincy	*Herald*	(r)	5,424	8,504	13,928	458	14,386	20	14,406
	Whig-Journal	(t)	5,163	10,953	16,116	390	16,506	1	16,507
	Sunday ed.	(m)	5,961	11,225	17,186	391	17,577	3	17,580
Rockford	Morning Star	(d)	7,688	4,348	12,036	523	12,559	37	12,596
	Sunday ed.	(m)	9,167	4,507	13,674	537	14,211	62	14,273
	Register-Gazette	(r)	8,308	3,346	11,654	504	12,158	31	12,189
	Republic	(r)	8,255	858	9,113	118	9,231	...	9,231
Rock Island	*Argus*	(a)	6,665	3,194	9,859	338	10,197	2	10,199
Springfield	Ill. State Journal	(b)	10,135	16,677	26,812	741	27,553	6	27,559
	Sunday ed.	(m)	10,021	13,215	23,236	725	23,961	8	23,969
	Ill. State Register	(r)	12,537	11,934	24,471	1,228	25,699	6	25,705
	Sunday ed.	(m)	10,765	11,157	21,922	1,339	23,261	2	23,263
Sterling	*Gazette*	(r)	3,010	2,515	5,525	184	5,709	46	5,755
Streator	*Free Press****	(r)	1,870	1,431	3,301	456	3,757	78	3,835
	*Independent Times****	(r)	2,229	1,251	3,480	545	4,025	20	4,045
Taylorville	*Breeze*	(r)	704	734	1,438	97	1,535	...	1,535
Waukegan	*News*	(r)	2,274	897	3,171	80	3,251	4	3,255
	Sun	(r)	2,925	758	3,683	294	3,977	105	4,082

INDIANA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Anderson	*Bulletin*	(r)	5,624	1,089	6,713	211	6,924	...	6,924
	Herald	(d)	3,878	3,956	7,834	174	8,008	...	8,008
	Sunday ed.	(m)	5,217	4,045	9,262	176	9,438	...	9,438
Bicknell	*News****	(r)	1,585	1,265	2,850	147	2,997	...	2,997
Columbus	*Republican*	(r)	1,882	1,275	3,157	204	3,361	40	3,401
Crawfordsville	*Journal*	(r)	1,525	1,184	2,709	201	2,910	37	2,947
	Review	(b)	1,463	3,335	4,798	584	5,382	...	5,382
Elkhart	*Truth*	(r)	7,866	2,233	10,099	469	10,568	4	10,572
Evansville	Courier	(b)	9,628	15,265	24,893	1,979	26,872	...	26,872
	Sun. C'r.-Journal	(m)	19,171	13,014	32,185	1,258	33,443	...	33,443
	Journal	(t)	5,857	5,150	11,007	378	11,385	17	11,402
	Saturday ed.	(y)	5,784	2,129	7,913	217	8,130	...	8,130
	Press	(r)	15,701	4,210	19,911	362	20,273	10	20,283
Ft. Wayne	Journal-Gazette	(b)	11,400	11,383	22,783	4,003	26,786	26	26,812
	Sunday ed.	(m)	18,003	10,239	28,242	4,487	32,729	...	32,729
	News-Sentinel	(r)	21,781	13,496	35,277	3,885	39,162	3	39,165
Gary	*Post-Tribune****	(r)	10,214	818	11,032	178	11,210	...	11,210
Goshen	*News-Times*	(r)	1,978	1,076	3,054	180	3,234	3	3,237
Huntington	*Herald*	(r)	2,326	1,120	3,446	126	3,572	...	3,572
	Press	(d)	1,948	1,408	3,356	203	3,559	2	3,561
	Sunday edit.	(m)	2,111	1,479	3,590	203	3,793	1	3,794
Indianapolis	*News*	(r)	75,900	22,742	98,642	23,207	121,849	19	121,868
	Star	(b)	46,713	29,095	75,808	23,549	99,357	47	99,404
	Sunday edit.	(m)	68,981	25,706	94,687	26,251	120,938	39	120,977
	Times	(r)	40,966	11,214	52,180	4,228	56,408	...	56,408
Kokomo	*Tribune*	(r)	7,098	1,173	8,271	425	8,696	2	8,698
Lafayette	Journal & Courier	(b)	183	6,629	6,812	507	7,319	96	7,415
	Journal & Courier	(r)	8,104	3,425	11,529	750	12,279	81	12,360
	Total Daily	(e)	8,287	10,054	18,341	1,257	19,598	177	19,775
Logansport	Press	(d)	2,757	3,316	6,073	941	7,014	45	7,059
	Sunday edit.	(m)	2,851	3,334	6,185	941	7,126	96	7,222
	Pharos-Tribune.	(r)	4,579	4,494	9,073	1,326	10,399	2	10,401
Madison	*Courier*	(r)	1,115	1,549	2,664	272	2,936	2	2,938
Marion	*Chronicle*	(r)	5,527	2,942	8,469	380	8,849	75	8,924
	Leader-Tribune.	(d)	3,744	4,184	7,928	195	8,123	56	8,179
	Sunday edit.	(m)	4,207	4,295	8,502	203	8,705	...	8,705
Muncie	Star	(b)	8,818	10,037	18,855	4,873	23,728	...	23,728
	Sunday edit.	(m)	8,313	5,607	13,920	1,902	15,822	...	15,822
New Castle	*Courier*	(r)	2,850	940	3,790	221	4,011	...	4,011
Princeton	*Clarion-News****	(r)	1,216	640	1,856	84	1,940	...	1,940
Richmond	Item	(d)	2,790	6,942	9,732	3,023	12,755	...	12,755
	Sunday edit.	(m)	3,133	6,976	10,109	3,031	13,140	...	13,140
	Palladium	(r)	6,452	5,136	11,588	387	11,975	3	11,978
South Bend	News-Times***	(b)	3,687	5,118	8,805	871	9,676	...	9,676
	News-Times	(r)	10,524	1,211	11,735	252	11,987	...	11,987
	Total Daily	(e)	14,211	6,329	20,540	1,123	21,663	...	21,663
	Sunday edit.	(m)	12,225	6,418	18,643	1,133	19,776	...	19,776
	Tribune	(r)	14,264	4,059	18,323	1,968	20,291	2	20,293
	Sunday edit.	(m)	12,969	4,059	17,028	2,075	19,103	4	19,107
Terre Haute	*Post*	(r)	7,010	5,337	12,347	802	13,149	...	13,149
	Star	(b)	10,993	11,874	22,867	2,251	25,118	7	25,125
	Sunday edit.	(m)	11,385	10,626	22,011	2,446	24,457	6	24,463
	Tribune	(r)	12,100	10,533	22,633	1,602	24,235	14	24,249
	Sunday edit.	(m)	11,951	9,164	21,115	1,972	23,087	9	23,096
Vincennes	Commercial	(d)	3,505	1,541	5,046	174	5,220	...	5,220
	Sunday edit.	(m)	3,546	1,629	5,175	175	5,350	66	5,416

IOWA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Boone	*News-Republican****	(r)	2,830	1,980	4,810	207	5,017	18	5,035
Burlington	*Gazette*	(r)	6,616	3,596	10,212	485	10,697	9	10,706
	Hawk-Eye	(d)	2,545	7,557	10,102	723	10,825	39	10,864
	Sunday edit.	(m)	4,713	8,227	12,940	1,098	14,038	107	14,145
Cedar Rapids	*Gazette*	(r)	11,863	7,027	18,890	1,738	20,628	40	20,668
	Republican	(r)	5,541	8,408	13,949	3,736	17,685	13	17,698
	Sunday edit.	(m)	5,569	8,566	14,135	3,737	17,872	23	17,895
Clinton	*Advertiser*	(r)	3,150	4,905	8,065	701	8,756	4	8,760
	Herald	(r)	3,971	4,739	8,710	592	9,302	22	9,324
Council Bluffs	*Nonpareil*	(t)	6,432	8,246	14,678	1,098	15,776	...	15,776
	Saturday edit.	(y)	6,285	2,786	9,071	366	9,437	...	9,437
	Sunday edit.	(m)	6,329	8,235	14,564	1,112	15,676	...	15,676
Davenport	*Democrat****	(t)	5,708	5,860	11,568	2,747	14,315	106	14,421
	Sunday edit.	(m)	8,358	5,976	14,334	2,746	17,080	141	17,221
	(Note—Sunday city circulation includes 7,454 in Davenport, 700 in Rock Island, and 204 in Moline.)								
	*Times****	(r)	14,762	7,821	22,583	1,555	24,138	1	24,139
	(Note—Daily city circulation includes 10,651 in Davenport, 2,293 in Rock Island, and 1,818 in Moline.)								
Des Moines	*Capital*	(r)	28,464	15,279	43,743	17,508	61,251	37	61,288
	Sunday edit.	(m)	22,488	2,896	25,384	2,703	28,087	63	28,150
	Daily News	(r)	12,624	7,690	20,314	7,425	27,739	6	27,745
	Register	(b)	15,872	14,960	30,382	41,838	72,670	37	72,707
	Tribune	(r)	31,634	17,617	49,251	14,885	64,136	3	64,139
	Total Daily	(e)	47,506	32,577	80,083	56,723	136,806	40	136,846
	Sunday edit.	(m)	32,147	22,831	54,979	68,146	123,124	22	123,146
Dubuque	*Telegraph-Herald*	(t)	6,633	10,609	17,242	1,510	18,752	10	18,762
	Sunday edit.	(m)	6,708	10,588	17,296	1,522	18,818	3	18,821
	Times-Journal	(t)	4,143	7,043	11,186	405	11,591	4	11,595
	Sunday edit.	(m)	4,192	7,060	11,252	405	11,657	11	11,668
Ft. Dodge	*Messenger & Chronicle*	(r)	4,513	4,489	9,002	475	9,477	7	9,484
Ft. Madison	*Democrat*	(r)	2,825	1,278	4,103	412	4,515	...	4,515
Iowa City	*Press-Citizen*	(r)	3,049	2,678	5,728	448	6,176	8	6,184
Keokuk	*Gate City*	(r)	3,235	2,078	5,313	338	5,651	5	5,656
Marshalltown	*Times-Republican***	(r)	3,457	5,194	8,651	1,395	10,046	...	10,046
Mason City	*Globe-Gazette & Times****	(r)	4,322	5,935	10,257	1,013	11,270	4	11,274
Muscatine	*Journal & News Tribune*	(r)	3,828	3,693	7,521	440	7,961	1	7,962
Newton	*News*	(r)	1,176	855	2,031	104	2,135	3	2,138
Ottumwa	*Courier*	(r)	5,881	5,152	11,033	2,012	13,045	...	13,045
Sioux City	Journal	(b)	4,140	14,237	18,377	9,252	27,629	62	27,691
	Journal	(r)	9,216	6,521	15,737	6,826	22,563	56	22,619
	Total Daily	(e)	13,356	20,758	34,114	16,078	50,192	118	50,310
	Sunday edit.	(m)	14,641	14,431	29,072	11,260	40,332	88	40,420
	Tribune	(b)	491	8,450	8,941	5,546	14,487	25	14,512
	Tribune	(r)	9,994	13,642	23,636	10,891	34,527	89	34,616
	Total Daily	(e)	10,485	22,092	32,577	16,437	49,014	114	49,128
Washington	*Journal*	(r)	1,234	1,312	2,546	261	2,807	161	2,968
Waterloo	*Courier*	(r)	8,390	7,429	15,819	817	16,636	...	16,636
	Tribune	(d)	4,319	7,297	11,616	145	11,761	...	11,761
	Sunday edit.	(m)	4,644	7,301	11,945	147	12,092	3	12,095

KANSAS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Atchison	*Globe****	(t)	3,362	2,942	6,304	826	7,130	22	7,152
	Sunday edit.	(m)	3,399	2,943	6,342	826	7,168	401	7,569
Emporia	*Gazette****	(r)	2,912	1,570	4,482	221	4,703	...	4,703
Hutchinson	Gazette	(d)	3,414	3,696	7,110	4,247	11,357	59	11,416
	Sunday edit.	(m)	3,644	3,754	7,398	4,337	11,735	83	11,818
	News	(r)	5,889	3,430	9,319	4,757	14,076	13	14,089
Iola	Register**	(r)	1,644	1,386	3,030	252	3,282	...	3,282
Kansas City	*Kansan*	(r)	20,169	1,711	21,880	777	22,657	36	22,693
	Sunday edit.	(m)	20,286	1,891	22,177	834	23,011	17	23,028
Lawrence	*Journal-World****	(r)	2,826	1,802	4,628	597	5,225	...	5,225
Ottawa	*Herald****	(r)	2,151	1,608	3,759	632	4,391	...	4,391
Pittsburg	*Headlight****	(r)	4,547	3,762	8,309	270	8,579	108	8,687
Salina	*Union***	(t)	2,043	1,812	3,855	1,015	4,870	1	4,871
	Sunday edit.	(m)	2,196	1,840	4,036	1,017	5,053	13	5,066
	Journal	(r)	2,670	2,164	4,834	1,231	6,065	...	6,065
Topeka	Capital	(b)	11,126	12,650	23,776	11,522	35,298	13	35,311
	Sunday edit.	(m)	13,041	12,375	25,416	11,514	36,930	226	37,156
	State Journal	(r)	10,977	4,687	15,664	5,459	21,123	4	21,127
Wichita	*Beacon****	(r)	18,143	15,720	33,863	9,266	43,129	38	43,167
	Sunday edit.	(m)	17,666	16,692	34,358	9,629	43,987	40	44,027
	Eagle***	(b)	20,907	19,724	40,631	15,639	56,270	35	56,305
	Sunday edit.	(m)	22,319	23,752	46,071	19,930	66,001	35	66,036
Winfield	*Courier***	(r)	1,114	830	1,944	167	2,111	5	2,116

KENTUCKY

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Ashland	*Independent*	(t)	3,829	1,377	5,206	416	5,622	10	5,632
	Sunday edit.	(m)	4,205	1,552	5,757	536	6,293	128	6,421
Henderson	Gleaner**	(d)	1,020	2,057	3,077	176	3,253	...	3,253
	Sunday edit.	(m)	1,542	2,082	3,624	175	3,799	...	3,799
Lexington	Herald	(b)	4,138	6,614	10,752	5,125	15,877	161	16,038
	Sunday edit.	(m)	4,956	5,967	10,653	5,817	16,470	314	16,784
	Leader	(r)	8,164	6,066	14,230	3,517	17,747	14	17,761
	Sunday edit.	(m)	8,077	6,172	14,249	3,557	17,806	21	17,827
Louisville	Courier-Journal	(b)	22,442	3,339	25,781	26,950	52,731	207	52,938
	Sunday edit.	(m)	43,151	4,795	47,946	28,827	76,773	...	76,773
	Herald	(b)	25,311	2,972	28,283	14,684	42,967	142	43,109
	Sunday edit.	(m)	37,686	3,182	40,868	12,834	53,702	...	53,702
	Post	(r)	22,595	2,267	24,862	13,267	38,129	98	38,227
	Times	(r)	48,085	4,532	52,617	9,614	62,231	95	62,326
Owensboro	*Inquirer****	(t)	3,000	2,834	5,834	178	6,012	...	6,012
	Sunday edit.	(m)	3,150	3,071	6,221	161	6,382	...	6,382
	Messenger***	(d)	2,572	4,212	6,784	688	7,472	1	7,473
	Sunday edit.	(m)	2,846	4,098	6,944	639	7,583	22	7,605
Paducah	*Sun****	(r)	4,029	3,677	7,706	361	8,067	5	8,072
	News-Democrat***	(d)	2,610	5,660	8,270	340	8,610	83	8,693
	Sunday edit.	(m)	3,361	5,840	9,201	340	9,541	84	9,625

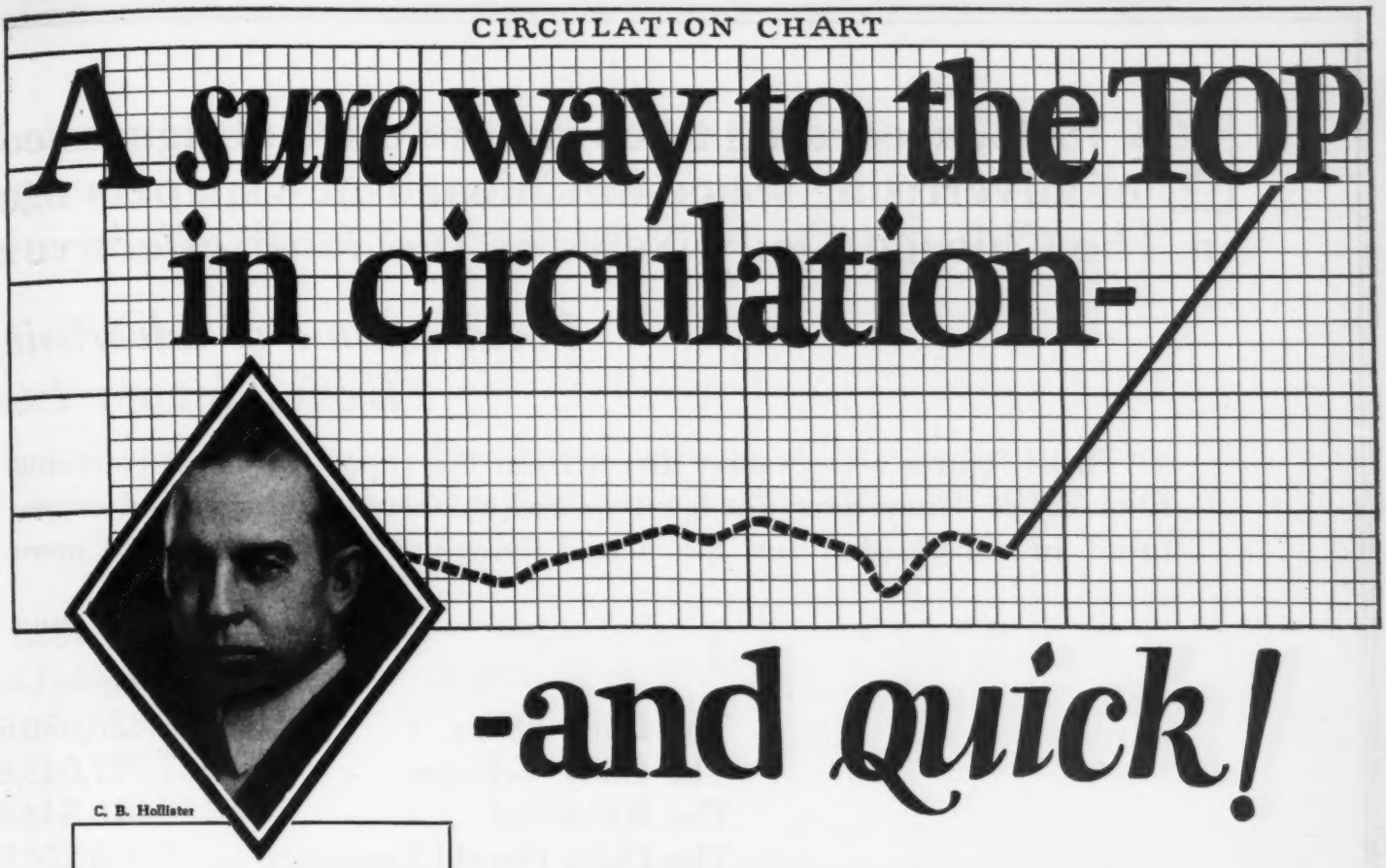
LOUISIANA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
New Orleans	*Item*	(r)	37,365	.....	37,365	21,309	58,674	11	58,685
	Sunday edit.	(m)	45,752	.....	45,752	45,917	91,669	11	91,680
	States	(r)	37,682	.....	37,682	13,100	50,782	12	50,794
	Sunday edit.	(m)	47,188	.....	47,188	30,544	77,732	14	77,746
	Times-Picayune	(b)	48,839	.....	48,839	29,182	78,021	26	78,047
	Sunday edit.	(m)	62,034	.....	62,034	41,982	104,016	196	104,212
Shreveport	*Journal***	(r)	10,632	2,226	12,858	3,357	16,215	...	16,215
	Times***	(b)	10,355	2,734	13,089	18,643	31,732	...	31,732
	Sunday edit.	(m)	14,350	3,737	18,087	27,649	45,736	...	45,736

MAINE

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Augusta	Kennebec Journal	(b)	2,865	7,158	10,023	1,154	11,177	10	11,187
Lewiston	*Journal****	(r)	6,307	3,816	10,123	4,032	14,155	51	14,206
	Sun***	(b)	6,462	7,165	13,627	2,211	15,838	5	15,843
Portland	*Express*	(r)	16,304	7,813	24,117	4,206	82,323	77	28,406
	Sun. Telegram	(m)	14,731	7,169	21,900	6,683	28,583	151	28,734
	Press-Herald	(b)	10,898	9,383	20,281	11,584	31,965	509	32,374

(Continued on page 98)



C. B. Hollister

Papers We Have Served:

LOS ANGELES TIMES
(3 Campaigns)
PHILADELPHIA INQUIRER
(2 Campaigns)
INDIANAPOLIS NEWS
CLEVELAND PLAIN DEALER
WASHINGTON POST
(2 Campaigns)
MEMPHIS
COMMERCIAL-APPEAL
ATLANTA JOURNAL
SAN FRANCISCO
CHRONICLE
DALLAS NEWS
NASHVILLE BANNER
BALTIMORE AMERICAN
LOUISVILLE
COURIER-JOURNAL
PORTLAND TELEGRAM
BIRMINGHAM
AGE-HERALD
CHATTANOOGA TIMES
HOUSTON POST
SAN FRANCISCO BULLETIN
SAN ANTONIO EXPRESS
(2 Campaigns)
THE KANSAL CITY JOURNAL POST
Ending March 22, 1924

Time and again, Hollister circulation campaigns have solved vital problems on great newspapers—

—saved circulation leaderships from competition.
—swept growing papers into first place.
—halted downward plunges.
—stimulated sluggish progress.
—offset price adjustments.
—increased advertising rates.
—turned the corners to success.

Only swift and positive results will do in cases like these. There is no time for experimenting. That Hollister campaigns—backed with 20 years' experience—should repeatedly be called upon to meet such emergencies is a distinct tribute of confidence.

A gain of 10-, 20- or 40,000 new subscribers is obtainable in only 10 to 12 weeks with a Hollister campaign. And when the line moves up on the circulation chart, it stays up, because all subscriptions are paid in advance.

The Hollister organization is equipped, by experience and personnel, to deliver the most extraordinary circulation building service any newspaper can get.

HOLLISTER'S
Circulation Organization
300 Merritt Building Los Angeles, Cal.

IN 1923, according to complete official figures co pile of advertising space in Chicago newspapers agai sh in The Chicago Daily News as the most effective a vert

Total volume of advertising in from January 1 to De

These figures were taken direct from the report of the Advertising Record Co.—they have not been specially charted or diagramed or pictured in substitution for the actual figures in order to present more fa p n

	1923 (Agate Line
The Daily News - - - -	20,090,68
The Daily Tribune - - -	17,045,88
The American - - - -	10,544,64
The Daily Herald-Examiner -	6,264,55
The Post - - - - - -	5,178,11
The Journal - - - - - -	4,647,57
The Sunday Tribune - - -	10,995,59
The Sunday Herald-Examiner	5,789,45

NOTE: The Advertising Record Co. is an indepen auditi Chicago newspapers—its figures are accepted as offi by pu

From the above statement it is evident that

The Daily News published in 1923—

3,044,799 lines more than the next morning paper.
9,546,036 lines more than the next evening paper.
9,095,088 lines more than the next Sunday paper.

Because The Daily News carries more advertising than any other daily newspaper in Chicago it is reasonably conclusive that it produces for its advertisers greater results than any other daily newspaper

THE CHICAGO

First in CI

piled by the Advertising Record Co., the buyers showed, with increasing emphasis, their confidence vertising medium for selling the Chicago market.

in all Chicago newspapers December 31, 1923:

favorably or unfavorably the relative positions of any particular newspapers. The figures "speak for themselves"—"the chips fall where they may." Here are the figures:

1922 (Agate Lines)	Gains (Agate Lines)
18,224,817	1,865,865
15,754,656	1,291,227
8,816,595	1,728,051
5,658,684	605,871
5,067,306	110,808
4,530,879	116,697
10,457,907	537,687
4,904,877	884,574

uditing bureau authorized and maintained by all the by publishers and advertisers, both local and national.

The Daily News gained in 1923 over 1922—
574,638 lines more than the next morning paper.
137,814 lines more than the next evening paper.
981,291 lines more than the next Sunday paper.
36,951 lines more than the next daily and Sunday paper.

published in Chicago. This conclusion is substantiated by the constantly increasing volume of advertising which manufacturers, local merchants, advertising agencies and the general public place year after year in

DAILY NEWS

Chicago

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 94)

MARYLAND

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Baltimore	American	(b)	41,807	4,824	46,631	9,813	56,444	1,160	57,604
	Sunday edit.	(m)	63,323	5,293	68,616	17,285	85,901	52	85,953
	News	(r)	86,802	3,772	90,574	9,048	99,622	45	99,667
	Sunday edit.	(q)	59,135	1,904	61,039	4,287	65,326	...	65,326
	Total Daily	(e)	128,609	8,596	137,205	18,861	156,066	1,205	157,271
	Total Sunday	(m)	122,458	7,197	129,655	21,572	151,227	52	151,279
	(Note—Sunday Evening News discontinued Oct. 10, 1923.)								
	Sun	(b)	89,410	11,350	100,760	27,746	128,506	18	128,524
	Sun	(r)	104,235	4,625	108,860	4,606	113,466	96	113,562
	Total Daily	(e)	193,645	15,975	209,620	32,352	241,972	114	242,086
	Sunday edit.	(m)	133,632	12,127	145,759	30,391	176,150	1	176,151
Cumberland	News	(b)	3,097	2,289	5,386	1,968	7,354	9	7,363
	Times	(r)	7,464	4,188	11,652	1,048	12,700	6	12,706
Hagerstown	Herald	(b)	1,868	1,844	3,712	166	3,878	169	4,047
	Mail	(r)	4,906	1,411	6,317	184	6,501	...	6,501
	Total Daily	(e)	6,774	3,255	10,029	350	10,379	169	10,548

MASSACHUSETTS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Attleboro	*Sun***	(r)	3,754	1,195	4,949	173	5,122	...	5,122
Boston	*American*	(r)	125,287	36,460	161,747	78,407	240,154	...	240,154
	*C. S. Monitor***	(r)	National Distribution		.....	76,169	9,830	85,999	
	Transcript	(t)	22,185	2,858	25,043	6,300	31,343	...	31,343
	Saturday	(y)	32,246	5,790	38,036	10,369	48,405	...	48,405
	Globe	(r)	128,194	17,318	145,512	8,556	154,068	3	154,071
	Globe	(r)	128,194	17,318	145,512	8,556	154,068	3	154,071
	Total Daily	(e)	184,256	34,364	218,620	57,209	275,829	33	275,862
	Sunday edit.	(m)	174,891	52,623	227,514	94,854	322,368	50	322,418
	Herald	(b)	59,438	15,713	75,151	36,812	111,963	87	112,050
	Traveler	(r)	95,144	16,508	111,652	12,605	124,257	35	124,292
	Total Daily	(e)	154,582	32,221	186,803	49,417	236,220	122	236,342
	Sunday edit.	(m)	53,130	20,015	73,145	39,056	112,201	179	112,380
	Post	(b)	187,485	54,381	241,866	120,516	362,382	...	362,382
	Sunday edit.	(m)	138,622	80,573	219,195	147,587	366,782	...	366,782
	Sunday Advertiser	(m)	119,071	67,966	187,037	303,551	490,588	...	490,588
Brockton	*Times*	(r)	4,054	6,699	10,753	.....	10,753	...	10,753
Clinton	*Item*	(r)	2,480	222	2,702	61	2,763	1	2,764
Fall River	*Globe*	(r)	6,885	276	7,161	291	7,452	...	7,452
	Herald	(r)	13,161	1,164	14,325	295	14,620	...	14,620
	News	(r)	3,754	1,779	5,533	313	5,846	1	5,847
Fitchburg	*Sentinel*	(r)	8,471	2,148	10,619	351	10,970	221	11,191
Gloucester	*Times****	(r)	5,358	997	6,355	554	6,909	...	6,909
Haverhill	Cazette	(r)	12,800	2,425	15,225	274	15,499	1	15,500
Lawrence	Eagle	(b)	1,775	116	1,891	22	1,913	...	1,913
	Tribune	(r)	13,083	3,015	16,093	464	16,562	3	16,565
	Total Daily	(e)	14,858	3,131	17,989	486	18,475	3	18,478
	Telegram	(r)	5,606	3,205	8,811	422	9,233	...	9,233
Lynn	*Item*	(r)	14,297	1,534	15,831	658	16,489	9	16,498
	*Telegram-News***	(r)	14,162	2,357	16,519	553	17,072	...	17,072
	Sunday edit.	(m)	13,198	2,425	15,623	281	15,904	...	15,904
New Bedford	*Standard****	(r)	19,434	4,502	23,936	1,036	24,972	6	24,978
	Mercury	(b)	6,191	683	6,874	432	7,306	141	7,447
	Total Daily	(e)	25,625	5,185	30,810	1,468	32,278	147	32,425
	Sunday edit.	(m)	17,629	4,913	22,542	3,533	26,075	178	26,253
Newburyport	*News****	(r)	3,520	1,581	5,101	331	5,432	...	5,432
North Adams	*Transcript*	(r)	4,675	3,922	8,595	608	9,203	6	9,209
Northampton	*Gazette*	(r)	4,245	2,060	6,305	205	6,510	...	6,510
Salem	*News****	(r)	9,971	9,884	19,855	702	20,557	116	20,673
Springfield	*News*	(r)	20,014	18,968	38,982	635	39,617	9	39,626
	Republican	(b)	5,878	6,849	12,727	7,825	20,552	4	20,556
	Total Daily	(e)	25,892	25,817	51,709	8,460	60,169	13	60,182
	Sunday edit.	(m)	8,741	9,461	18,202	6,043	24,245	14	24,259
	Union	(b)	14,202	18,952	33,154	4,004	37,158	10	37,168
	Union	(r)	15,629	9,353	24,982	2,627	27,609	6	27,615
	Total Daily	(e)	29,831	28,305	58,136	6,631	64,767	16	64,783
	Sunday edit.	(m)	16,477	14,904	31,381	1,905	33,286	5	33,291
Taunton	*Gazette****	(r)	7,403	560	7,963	321	8,284	5	8,289
Worcester	*Gazette*	(r)	25,686	13,635	39,321	781	40,102	6	40,108
	Telegram	(b)	22,567	13,384	35,951	3,382	39,333	3	39,336
	Total Daily	(e)	48,253	27,019	75,272	4,163	79,435	9	79,444
	Sunday edit.	(m)	29,066	15,180	44,246	2,276	46,522	17	46,539
	Post	(r)	20,741	4,104	24,845	183	25,028	26	25,054

MICHIGAN

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Adrian	*Telegram*	(r)	3,218	5,505	8,723	641	9,364	...	9,364
Alpena	*News*	(r)	2,256	619	2,875	228	3,103	6	3,109
Ann Arbor	*Times-News****	(r)	5,603	2,066	7,669	501	8,170	13	8,183
Battle Creek	*Enquirer-News.*	(t)	8,124	3,256	11,380	274	11,654	4	11,658
	Saturday	(y)	7,901	906	8,807	.....	8,807	...	8,807
	Sunday edit.	(m)	7,786	3,205	10,991	274	11,265	2	11,267
Bay City	*Times-Tribune*	(t)	10,777	5,181	15,958	1,035	16,993	4	16,997
	Saturday	(y)	10,705	3,077	13,783	835	14,618	...	14,618
	Sunday edit.	(m)	Established May 13, 1923.						
Detroit	Free Press	(b)	110,382	17,893	128,275	35,706	163,981	...	163,981
	Sunday edit.	(m)	88,227	26,560	114,787	97,321	212,108	...	212,108
	News	(t)	208,698	43,082	251,780	19,588	271,368	18	271,586
	Sunady ed.	(m)	168,736	42,146	210,882	47,254	258,136	...	258,136
	Times	(t)	151,351	19,740	171,091	18,778	189,869	83	189,952
	Saturday	(y)	116,500	17,211	133,711	16,778	150,489	67	150,556
	Sunday edit.	(m)	114,551	26,944	141,495	44,559	186,054	99	186,153
Flint	*Journal*	(t)	24,086	8,008	32,094	1,159	33,253	1	33,254
	Saturday	(y)	23,661	4,598	28,259	1,020	29,279	...	29,279
	Sunday edit.	(m)	20,199	4,946	25,145	285	25,430	14	25,444
Grand Rapids	Herald	(b)	9,118	11,551	20,669	12,567	33,236	402	33,638
	Sunday edit.	(m)	18,341	6,468	24,809	2,745	27,554	...	27,554
	Press	(r)	41,733	24,080	65,813	17,712	83,525	11	83,536
Hillsdale	*News*	(r)	1,374	2,988	4,362	275	4,637	5	4,642
Jackson	*Citizen-Patriot****	(t)	12,910	7,205	20,115	2,004	22,119	3	22,122
	Saturday	(y)	12,634	3,624	16,258	905	17,163	...	17,163
	Sunday edit.	(m)	12,227	6,922	19,149	1,852	21,001	...	21,001
	News***	(g)	4,061	4,517	8,578	763	9,341	...	9,341
	Tues. & Friday	(h)	4,001	5,477	9,478	998	10,476	4,100	14,576
	Wed., Thurs. & Sat.	(j)	4,129	5,477	9,606	998	10,604	...	10,604
	Sunday	(m)	3,579	5,439	9,038	994	10,032	...	10,032
Kalamazoo	*Gazette****	(t)	14,036	9,434	23,470	2,488	25,958	...	25,958
	Saturday	(y)	13,773	5,999	19,772	2,478	22,250	...	22,250
	Sunday edit.	(m)	13,278	9,436	22,714	2,500	25,214	...	25,214
Lansing	*State-Journal****	(r)	16,829	9,675	26,504	4,644	31,148	59	31,207
Ludington	*News*	(t)	1,906	1,467	3,373	159	3,532	325	3,857
	Sunday edit.	(m)	1,948	1,467	3,415	159	3,574	...	3,574
Marquette	Journal	(b)	2,322	2,707	5,029	1,718	6,747	22	6,769
Muskegon	Chronicle	(r)	12,274	2,487	14,761	359	15,120	4	15,124
Pontiac	Press	(r)	9,160	5,493	14,653	791	15,444	42	15,486
Port Huron	*Times-Herald*	(r)	7,406	9,311	16,717	397	17,114	6	17,120
Saginaw	*News-Courier*	(u)	16,145	6,687	22,832	1,246	24,078	26	24,104
	Monday edit.	(v)	15,874	2,284	18,158	672	18,830	23	18,853
	Sunday edit.	(m)	15,256	6,092	21,348	1,189	22,537	36	22,573
Three Rivers	*Commercial*	(r)	1,320	1,079	2,399	107	2,506	...	2,506

MINNESOTA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Duluth	*Herald*	(r)	20,989	11,035	32,024	6,394	38,418	84	38,502
	News-Tribune	(b)	8,940	6,498	15,438	2,785	18,223	3	18,226
	Sunday edit.	(m)	15,968	8,725	24,693	793	25,486	8	25,494
Mankato	*Free Press*	(r)	2,878	2,432	5,310	396	5,706	28	5,734
Minneapolis	*Star*	(r)	29,464	745	31,293	24,636	55,929	43	55,972
	(Local circulation includes 1,084 in St. Paul.)								
	Journal	(t)	61,180	3,341	65,784	42,417	108,201	510	108,711
	Sunday edit.	(m)	67,767	4,610	82,141	55,806	137,947	142	138,089
	(Local circulation includes St. Paul, 1,263 daily; 9,764 Sunday.)								
	Tribune	(b)	41,814	3,936	46,845	24,999	71,844	38	71,882
	Tribune	(r)	41,913	1,291	43,668	28,610	72,278	15	72,293
	Total Daily	(e)	83,727	5,227	90,513	53,609	144,122	53	144,175
	Sunday edit.	(m)	73,186	4,699	82,772	91,008	173,780	22	173,802
	(Local circulation includes St. Paul, 1,095 morning; 464 evening; 4,887 Sunday. Tribune acquired Daily News circulation June 27, 1923.)								
St. Paul	*News*	(r)	33,349	4,766	38,251	36,471	74,722	6	74,728
	Sunday edit.	(m)	29,652	4,089	33,894	19,037	52,931	16	52,947
	(Local circulation includes Minneapolis, 136 Daily; 151 Sunday)								
	Dispatch	(r)	50,115	4,182	54,995	29,346	84,341	374	84,715
	Pioneer Press	(b)	46,261	5,410	52,423	17,580	70,003	446	70,449
	Total Daily	(e)	96,376	9,592	107,418	46,926	154,344	810	155,164
	Sunday edit.	(m)	51,012	5,260	58,905	79,805	138,710	264	138,974
	(Local circulation includes Minneapolis, 752 Morning; 698 Evening, 2,633 Sunday.)								
South St. Paul	*Reporter*	(r)	1,128	.....	1,128	664	1,792	2,921	4,713
Winona	*Republican-Herald*	(r)	4,471	5,120	9,591	713	10,304	15	10,319

MISSISSIPPI

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Jackson	*News*	(r)	3,844	1,621	5,465	2,226	7,691	...	7,691
	Sunday edit.	(m)	3,881	1,572	5,453	2,257	7,710	...	7,710
Meridian	*Star*	(r)	3,962	5,722	9,684	469	10,153	7	10,160
	Sunday edit.	(m)	3,996	5,741	9,737	500	10,237	39	10,276
Vicksburg	*Post*	(r)	3,360	.....	3,360	773	4,133	...	4,133

MISSOURI

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Cape Girardeau	*S. E. Missourian.*	(t)	2,448	3,047	5,495	698	6,193	7	6,200
Columbia	*Tribune*	(r)	1,884	856	2,740	193	2,933	1	2,934
	Missourian	(r)	1,592	318	1,910	485	2,395	99	2,494
Hannibal	*Courier-Post & Journal*	(r)	3,898	1,302	5,200	210	5,410	...	5,410
Joplin	Globe***	(d)	6,758	15,260	22,018	1,983	24,001	122	24,123
	News-Herald	(r)	5,005	4,418	9,423	9,269	9,692	...	9,692
	Total Daily	(f)	11,763	19,678	31,441	2,252	33,693	122	33,815
	Sunday edit.	(m)	7,407	16,489	23,896	2,556	26,452	142	26,594
Kansas City	Journal	(b)	60,208	17,593	77,801	70,080	147,881	2	147,883
	Post	(r)	75,576	17,984	93,560	69,247	162,807	55	162,862
	Total Daily	(e)	135,784	35,577	171,361	139,327	310,688	57	310,745
	Sunday edit.	(m)	83,633	21,363	104,996	88,846	193,842	161	194,003
	*Star****	(r)	143,706	21,519	165,225	71,487	236,712	153	236,865
	Times***	(b)	137,308	21,737	159,045	71,302	230,347	148	230,495
	Total Daily	(e)	281,014	43,256	324,270	142,789	467,059	301	467,360
	Sunday edit.	(m)	132,433	22,517	154,950	77,749	232,699	211	232,910
Maryville	*Democrat-Forum****	(r)	843	1,593	2,436	304	2,740	...	2,740
St. Joseph	Gazette***	(b)	7,311	6,981	14,292	3,750	18,042	...	18,042
	Sunday edit.	(m)	10,482	4,808	15,290	2,562	17,852	5	17,857
	*News-Press****	(r)	18,759	9,754	28,513	11,048	39,561	19	39,580
St. Louis	Globe-Democrat.	(b)	122,881	16,452	139,333	74,288	213,621	94	213,715
	Sunday edit.	(m)	113,849	17,925	131,774	154,005	285,779	173	285,952
	*Post-Dispatch***	(r)	154,417	9,423	163,840	20,627	184,467	9	184,476
	Sunday edit.	(m)	190,566	18,712	209,278	210,387	419,665	244	419,909
	Star	(r)	77,066	9,426	86,492	14,199	100,691	8	100,699
	Sunday edit.	(m)	59,824	9,531	69,355	20,847	90,202	273	90,475
	(Sunday edition suspended May 13, 1923.)								
	Times	(r)	34,441	3,756	38,197	11,479	49,676	328	50,004
Springfield	*Leader*	(r)	11,266	2,618	13,884	6,237	20,121	8	20,129
	Sunday edit.	(m)	11,320	2,604	13,924	6,131	20,055	26	20,081
	Republican**	(d)	3,586	2,714	6,200	5,522	11,822	2	11,824
	Sunday edit.	(m)	3,521	2,771	6,292	5,916	12,208	14	12,222

MONTANA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Anaconda	Standard	(b)	6,956	1,047	8,003	2,324	10,327	...	10,327
	Sunday edit.	(m)	8,952	1,598	10,550	3,945	14,495	606	15,101
	(City circulation includes Butte, 4,945 copies Daily; 6,673 Sunday.)								
Billings	Cazette	(b)	1,882	3,937	5,819	1,628	7,447	33	7,480
	Gazette	(r)	1,819	301	2,120	18	2,138	1	2,139
	Total Daily	(e)	3,701	4,238	7,939	1,646	9,585	34	9,619
	Sunday edit.	(m)	3,664	4,800	8,464	2,109	10,573	12	10,585
Butte	*Post*	(r)	9,430	1,047	10,477	343	10,820	81	10,901
	(City circulation includes Anaconda, 930 copies)								
	Miner	(b)	8,155	1,473	9,628	2,799	12,427	...	12,427
	Sunday edit.	(m)	13,490	2,495	15,985	8,077	24,062	24	24,086
	(City circulation includes Anaconda, 828 Daily, 1,142 Sunday)								
Great Falls	*Leader*	(r)	2,350	312	2,662	854	3,516	15	3,531
	Tribune	(b)	4,726	2,711	7,437	4,643	12,080	72	12,152
	Sunday edit.	(m)	5,798	3,026	8,824	5,450	14,274	92	14,366
Helena	*Record-Herald*	(r)	2,527	481	3,008	2,404	5,412	8	5,420
Missoula	Missoulian	(b)	2,266	1,610	3,876	572	4,448	...	4,448
	Sentinel	(r)	2,144	171	2,315	43	2,358	...	2,358
	Total Daily	(e)	4,410	1,781	6,191	615	6,786	...	6,786
	Sunday edit.	(m)	3,465	2,309	5,774	665	6,439	...	6,439

NEBRASKA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Fremont	*Tribune*	(r)	2,357	3,176	5,533	835	6,368	7	6,375
Grand Island	*Independent*	(r)	3,308	2,308	5,616	385	6,001	1	6,002
Hastings	*Tribune*	(r)	2,812	3,479	6,291	838	7,129	20	7,149
Lincoln	Journal	(b)	6,017	3,982	9,999	18,498	28,497	2	28,499
	Journal	(r)	10,891	1,130	12,021	3,546	15,567	10	15,577
	Total Daily	(e)	16,908	5,112	22,020	22,044	44,064	12	44,076
	Sunday edit.	(m)	11,669	3,449	15,118	16,432	31,550	7	31,557
	Star	(r)	14,444	6,047	20,491	20,164	40,655	36	40,691
	Sunday edit.	(m)	14,075	4,049	18,124	14,581	32,705	11	32,716
Norfolk	News***	(r)	1,736	3,892	5,628	3,328	8,956	61	9,017
Omaha	Bee	(b)	9,693	6,428	16,121	27,323	43,444	2	43,446
	Bee	(r)	20,645	3,230	23,875	4,865	28,740	13	28,753
	Total Daily	(e)	30,338	9,658	39,996	32,188	72,184	15	72,199
	Sunday edit.	(m)	28,124	10,870	38,994	38,147	77,141	39	77,180
	News	(r)	29,506	6,840	36,346	40,083	76,429	192	76,621
	Sunday edit.	(m)	26,768	7,726	34,494	39,763	74,257	48	74,305
	World-Herald	(b)	8,551	9,158	17,709	27,990	45,699	43	45,742
	World-Herald	(r)	38,123	3,783	41,906	4,493	46,399	116	46,515
	Total Daily	(e)	46,674	12,941	59,615	32,483	92,098	159	92,257
	Sunday edit.	(m)	43,177	12,358	55,535	33,765	89,300	51	89,351

NEVADA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Reno	*Gazette****	(r)	2,887	942	3,829	1,943	5,772	3	5,775

(*Continued on page* 100)

Three Hundred Exclusive Advertisers in

The New York Times

IN 1923 over three hundred high grade local and national advertisers made their announcements in The New York Times exclusively among New York morning newspapers.

In volume, importance, authenticity and accuracy of news, The New York Times is unsurpassed. Its cable tolls exceed those of any other newspaper in the world.

The New York Times is read by the largest group of intelligent, discriminating and responsive persons ever assembled. It enjoys, to an unusual degree, the confidence of its readers.

In 1923 The Times published 24,101,226 agate lines of advertising, an excess over the second New York newspaper of 6,730,388 lines and more than 3,000,000 lines over the combined volume in the two other New York newspapers popularly classed with The Times as to quality of circulation.

More than 800 national advertisers are represented in The New York Times, 200 using The Times exclusively among New York morning newspapers.

The Times is read in 8,000 cities, towns and communities throughout the United States. It is distributed in every state and in 87 foreign countries.

The average net paid circulation of The Times, daily and Sunday editions, is more than 350,000 copies.

The New York Times

TIMES SQUARE **NEW YORK**

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 98)

NEW HAMPSHIRE

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Concord	*Monitor & Patriot*	(r)	4,356	377	4,733	440	5,173	5	5,178
Manchester	*Leader*	(r)	11,069	1,274	12,343	444	12,787	1	12,788
	Union	(b)	1,969	4,610	6,579	8,910	15,489	...	15,489
	Total Daily	(e)	13,038	5,884	18,922	9,354	28,276	1	28,277

NEW JERSEY

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Asbury Park	*Press*	(r)	6,649	2,354	9,003	650	9,653	19	9,672
	Sunday edit.	(m)	3,873	1,122	4,995	324	5,319	5	5,324
Atlantic City	Press	(b)	11,767	2,816	14,583	525	15,108	532	15,640
	Union	(r)	6,497	595	7,092	40	7,132	5	7,137
	Total Daily	(e)	18,264	3,411	21,675	565	22,240	537	22,777
Bayonne	*Times*	(r)	11,530	.....	11,530	141	11,671	...	11,671
Camden	*Courier*	(r)	17,529	7,912	25,441	595	26,036	30	26,066
	Post-Telegram	(r)	10,063	2,639	12,702	167	12,869	...	12,869
Elizabeth	*Journal*	(r)	15,160	5,114	20,274	843	21,117	7	21,124
Hackensack	*Record***	(r)	3,289	2,532	5,821	1,675	7,496	44	7,540
Hoboken	*Observer*	(r)	37,861	1,505	39,366	1,583	40,949	...	40,949
Jersey City	*Journal*	(r)	39,561	430	39,991	567	40,558	6	40,564
Long Branch	*Record*	(r)	3,262	1,470	4,732	286	5,018	3	5,021
Newark	*News*	(r)	92,038	4,645	96,683	12,356	109,039	...	109,039
	Star-Eagle	(r)	72,292	1,734	74,026	4,131	78,157	36	78,193
	Sunday Call	(m)	60,166	3,315	63,481	7,546	71,027	14	71,041
Passaic	*Herald*	(r)	10,463	714	11,177	173	11,350	12	11,362
	News	(r)	8,608	2,686	11,294	280	11,574	6	11,580
Paterson	*News****	(r)	11,068	272	11,340	59	11,399	6	11,405
	Morning Call***	(b)	13,192	2,162	15,354	637	15,991	...	15,991
	*Press-Guardian****	(r)	9,685	2,711	12,396	209	12,605	...	12,605
	Sun. Chronicle***	(m)	11,873	1,297	13,170	46	13,216	...	13,216
Perth Amboy	*News*	(a)	5,901	4,216	10,117	121	10,238	1	10,239
Plainfield	*Courier-News*	(r)	7,104	1,714	8,818	217	9,035	8	9,043
Trenton	*Times*	(r)	25,281	8,922	34,203	1,025	35,228	...	35,228
	Sunday edit.	(m)	21,956	4,609	26,565	1,156	27,721	...	27,721

NEW MEXICO

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Albuquerque	*Herald*	(r)	2,695	682	3,377	540	3,917	...	3,917
	Sunday	(m)	3,109	948	4,057	658	4,715	87	4,802
	Journal	(b)	3,690	1,190	4,880	1,698	6,578	10	6,588
	Sunday	(m)	3,891	1,217	5,108	1,752	6,860	2	6,862

NEW YORK

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Albany	*Journal*	(r)	5,757	2,062	7,819	1,609	9,428	...	9,428
			(Suburban includes 43 in Troy, 24 in Schenectady.)						
	Knickerbocker Press	(b)	14,431	10,755	25,186	8,393	33,579	...	33,579
	Sunday edit.	(m)	17,719	19,540	37,259	12,960	50,219	...	50,219
			(Suburban includes 1,819 Daily, 3,852 Sunday in Troy; 1,574 Daily and 6,270 Sunday in Schenectady)						
	News	(r)	11,164	5,069	16,233	1,144	17,377	...	17,377
			(Suburban includes 464 in Troy; 848 in Schenectady.)						
	Sunday Telegram	(m)	6.115	14,292	20,407	1,372	21,779	...	21,779
			(Suburban includes 6,511 in Troy; 3,254 in Schenectady.)						
	Times-Union	(r)	24,546	9,192	33,738	3,367	37,105	...	37,105
			(Suburban includes 304 in Troy; 228 in Schenectady.)						
Amsterdam	*Recorder*	(r)	5,774	981	6,755	289	7,044	3	7,047
Batavia	*News*	(r)	3,547	3,809	7,356	1,065	8,421	...	8,421
Beacon	*Journal*	(r)	1,595	337	1,932	175	2,105	...	2,105
Binghamton	Sun**	(b)	7,463	8,067	15,530	3,732	19,262	345	19,607
	*Press & Leader****	(r)	18,110	10,001	28,111	2,598	30,709	1	30,710
Brooklyn	*Eagle*	(r)	52,196	6,097	58,293	3,233	61,526	...	61,526
	Sunday edit.	(m)	64,773	5,378	70,151	4,067	74,218	200	74,418
	Standard Union	(r)	72,890	264	73,154	352	73,506	...	73,506
	Sunday edit.	(m)	64,511	265	64,776	352	65,128	...	65,128
Buffalo	Courier**	(b)	42,613	9,035	51,648	4,736	56,384	225	56,609
	Enquirer	(r)	21,501	3,244	24,745	1,740	26,485	...	26,485
	Total Daily	(e)	64,114	12,279	76,493	6,476	82,869	225	83,094
	Sunday edit.	(m)	64,934	22,462	87,395	33,363	120,758	116	120,874
	*News****	(r)	85,201	22,192	107,393	12,361	119,754	...	119,754
	Express***	(b)	29,825	10,638	40,463	5,971	46,434	...	46,434
	Sunday edit.	(m)	28,657	12,320	40,977	12,545	53,522	...	53,522
	*Times****	(r)	63,316	19,025	82,341	8,257	90,598	...	90,598
	Sunday edit.	(m)	42,618	14,562	57,180	35,162	92,342	...	92,342
Corning	*Leader*	(r)	4,429	2,987	7,416	397	7,813	6	7,819
Dunkirk	*Observer*	(r)	3,169	546	3,715	75	3,790	8	3,798
Elmira	*Star-Gazette*	(r)	12,759	11,009	23,768	1,098	24,866	47	24,913
Freeport	*Review*	(r)	1,814	2,884	4,698	103	4,801	20	4,821
Geneva	*Times****	(r)	2,830	2,417	5,247	210	5,457	...	5,457
Glens Falls	Post-Star	(b)	3,669	3,638	7,307	801	8,108	18	8,126
	Times	(r)	3,398	2,781	6,179	182	6,361	...	6,361
Gloversville	*Leader-Republican*	(r)	6,112	391	6,503	206	6,709	...	6,709
	Herald	(b)	2,953	2,109	5,062	557	5,619	...	5,619
Hudson	Star***	(b)	1,224	2,807	4,031	542	4,573	3	4,576
	*Register****	(r)	1,670	967	2,637	192	2,829	...	2,829
Ithaca	*Journal-News*	(r)	4,807	1,816	6,623	567	7,190	31	7,221
Jamestown	*Journal****	(r)	6,343	1,642	7,985	470	8,455	1	8,456
	Post***	(b)	5,965	3,821	9,786	593	10,379	1	10,380
Kingston	*Freeman*	(r)	6,323	968	7,291	244	7,535	...	7,535
Lockport	*Union-Sun & Journal*	(r)	4,776	2,883	7,659	227	7,886	88	7,974
Long Island City	*Star*	(r)	18,336	77	18,413	90	18,503	4	18,507
Middletown	*Times-Press*	(r)	3,743	1,957	5,700	577	6,277	1	6,278
Mt. Vernon	*Argus*	(r)	7,098	981	8,079	630	8,709	48	8,757
Newburgh	*News*	(r)	7,255	3,554	10.809	297	11,106	2	11,108
New York	American	(b)	242,412	58,854	301,266	29,476	330,742	74	330,816
	Sunday edit.	(m)	463,227	236,929	700,156	355,879	1,056,035	235	1,056,270
	Commercial	(b)	National Distribution		.....	12,070	32	12,102	
	Daily News	(b)	555,086	60,043	615,129	18,449	633,578	...	633,578
	Sunday edit.	(m)	414,387	79,029	493,416	73,965	567,381	...	567,381
	News-Record	(b)	National Distribution		.....	18,120	355	18,475	
	Journal	(r)	461,450	94,535	555,985	50,476	606,461	14	606,475
	Mail	(r)	155,658	10,582	166.249	4,100	170,340	...	170,340
	Post	(t)	25,068	1,948	27,016	2,920	29,936	402	30,338
	Saturday	(y)	32,471	3,079	35,550	6,554	42,104	124	42,228
	Telegram	(r)	119,690	10,343	130,033	4,010	134,043	2	134,045
	Sunday edit.	(q)	102,303	10,315	112,618	9,424	122,042	40	122,082
	World	(r)	227,463	32.558	260,021	12,678	272,699	121	272,820
	Herald	(b)	88,155	40,614	128,769	35,095	163,864	...	163,864
	Sunday edit.	(m)	79,227	41,089	120,316	55,584	175,900	...	175,900
	Journal of Commerce	(b)	National Distribution		.....	24,963	25	25,988	
	Sun and the Globe	(r)	204,844	24,074	228,918	6,595	235,513	...	235,513
	Times	(b)	184,705	72,534	257,239	74,132	331,371	2,127	333,498
	Sunday ed.	(m)	203,727	104,070	307,797	225,810	533,607	1,935	535,542
	Tribune	(b)	62,460	44,585	107,045	25,684	132,729	48	132,777
	Sunday ed.	(m)	55,732	39,051	94,783	40,931	135,714	132	135,846
	World	(b)	294,259	28,637	322,896	30,401	353,297	817	354,114
	Sunday ed.	(m)	385,615	72,269	457,884	92,271	550,155	143	550,298
	Women's Wear	(r)	National Distribution				24,192	923	25,115
Niagara Falls	*Gazette*	(r)	10,929	4,493	15,422	440	15,862	5	15,867
North Tonawanda	*News*	(r)	3,580	22	3,602	47	3,649	...	3,649
Ogdensburg	Republican-Journal	(b)	1,686	2,351	4,037	764	4,801	6	4,807
Olean	*Herald*	(r)	2,044	1,925	3,969	324	4,293	532	4,825
	Times	(r)	3,585	3,136	6,721	174	6,895	45	6,940
Port Chester	*Item*	(r)	3,224	1,068	4,292	114	4,406	3	4,409
Port Jervis	*Union*	(r)	1,885	219	2,104	122	2,226	2	2,228
Poughkeepsie	*Star & Enterprise*	(r)	8,438	3,279	11,717	145	11,862	...	11,862
Rochester	Democrat & Chronicle	(b)	29,543	20,841	50,384	8,518	58,902	27	58,929
	Sunday ed.	(m)	48,862	12,318	61,180	2,987	64,167	101	64,268
	Herald	(b)	13,588	8,453	22,041	3,223	25,264	...	25,264
	Sunday ed.	(m)	14,965	3,826	18,791	852	19,643	...	19,643
	Journal & Post-Express	(r)	20,861	4,359	25,220	2,508	27,728	15	27,743
			(April 1 to July 14, 1923)						
			25,998	7,405	33,403	2,942	36,345	57	36,402
			(July 14 to September 30, 1923)						
	Sunday ed.	(m)	31,379	13,391	44,770	18,275	63,045	21	63,066
	Times-Union	(r)	45,956	14,401	60,357	3,322	63,679	...	63,679
Saratoga Springs	*Saratogian*	(r)	3,943	3,524	7,467	382	7,849	17	7,866
Schenectady	Gazette	(b)	16,968	3,612	20,580	854	21,434	...	21,434
	Union-Star	(r)	12,082	1,524	13,606	900	14,506	...	14,506
Staten Island	*Advance*	(r)	13,002	.....	13,002	51	13,053	58	13,011
Syracuse	*Herald****	(r)	22,353	12,132	34,485	6,603	41,088	...	41,088
	Sunday ed.	(m)	27,520	19,736	47,256	28,231	75,487	...	75,487
	*Journal****	(r)	21,328	11,809	33,137	8,503	41,640	...	41,640
	Post-Standard***	(b)	20,499	16,291	36,790	20,036	56,826	...	56,826
	Sunday ed.	(m)	15,120	11,879	26,999	25,722	52,721	...	52,721
	*Telegram****	(r)	14,623	6,202	20,825	5,758	26,583	...	26,583
	Sunday ed.	(m)	14,526	7,868	22,394	53,695	76,089	7	76,096
Tarrytown	*News*	(r)	1,844	153	1,997	127	2,124	1	2,125
Troy	Record	(b)	3,063	1,256	4,319	1,326	5,645	...	5,645
	Record	(r)	11,016	4,014	15,030	2,752	17,782	...	17,782
	Total Daily	(e)	14,079	5,270	19,349	4,078	23,427	...	23,427
Utica	Press***	(b)	12,364	12,596	24,960	3,556	28,516	9	28,525
	*Observer-Dispatch****	(r)	20,794	13,515	34,309	2,372	36,681	9	36,690
Watertown	*Times*	(r)	5,120	6,410	11,530	3,270	14,800	...	14,800
	Standard	(r)	3,611	5,916	9,527	2,942	12,469	70	12,539
Yonkers	*Herald*	(r)	12,227	291	12,518	98	12,616	...	12,616

NORTH CAROLINA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Asheville	Citizen***	(b)	5,302	4,695	9,997	1,702	11,699	61	11,760
	Sunday ed.	(m)	6,322	4,312	10,634	1,697	12,331	90	12,421
	*Times***	(r)	3,921	2,458	6,379	867	7,246	...	7,246
	Sunday ed.	(m)	3,608	1,689	5,297	592	5,889	...	5,889
Charlotte	*News****	(r)	7,327	4,977	12,304	258	12,562	...	12,562
	Sunday ed.	(m)	6,599	5,049	11,648	252	11,900	...	11,900
	Observer***	(b)	7,442	12,613	20,055	3,972	24,027	582	24,609
	Sunday ed.	(m)	7,670	15,571	23,241	5,172	28,413	331	28,744
Durham	Herald***	(b)	6,528	2,138	8,666	235	8,901	10	8,911
	Sunday ed.	(m)	6,668	2,135	8,803	235	9,038	6	9,044
Greensboro	News	(b)	6,014	8,057	14,071	7,456	21,527	3	21,530
	Sunday ed.	(m)	7,339	11,031	18,370	10,920	29,290	18	29,308
Raleigh	News & Observer	(b)	4,419	8,049	12,468	13,955	26,423	...	26,423
	Sunday ed.	(m)	5,352	8,552	13.904	17,024	30,928	15	30,943
	Times	(r)	4,713	2,457	7,170	1,231	8,401	...	8,401
Wilmington	Star***	(b)	3,320	1,850	5,170	1,003	6,173	...	6,173
	Sunday ed.	(m)	5,537	1,966	7,503	891	8,394	...	8,394
Winston-Salem	Journal***	(b)	6,280	3,708	9,988	1,414	11,402	...	11,402
	Sunday ed.	(m)	8,191	3,187	11.378	1,495	12,873	...	12,873
	*Sentinel****	(r)	8,906	3,249	12,165	1,082	13,237	3	13,240

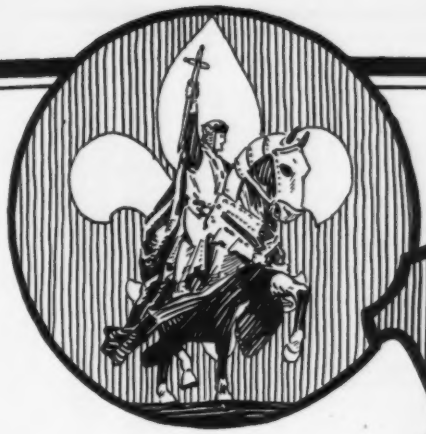
NORTH DAKOTA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Bismarck	*Tribune****	(r)	1,537	1,310	2,847	803	3,650	1	3,651
Fargo	Tribune***	(d)	1,885	2,082	3,967	7,506	11,473	2	11,475
	Sunday ed.	(m)	2,685	2,122	4,807	7,546	12,353	33	12,386
	*Forum****	(r)	5,303	3,840	9,143	5,859	15,002	9	15,011
Grand Forks	Herald	(d)	2,049	4,516	6,565	2,696	9,261	6	9,267
	Herald	(r)	1,807	1,667	3,474	1,073	4,547	7	4,554
	Total Daily	(r)	3,856	6,183	10,039	3,769	13,808	13	13,821
	Sunday ed.	(m)	2,726	4,622	7,348	2,772	10,120	6	10,126

OHIO

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Akron	*Beacon-Journal*	(r)	28,053	10,292	38,345	848	39,193	11	39,204
	Press	(r)	17,120	5,664	22,784	465	23,249	39	23,288
	Times	(r)	15,646	8,236	23,882	700	24,582	9	24,591
	Sunday ed.	(m)	18,437	4,777	23,214	197	23,411	4	23,415
Alliance	*Review & Leader*	(r)	5,980	3,596	9,576	524	10,100	2	10,102
Ashtabula	*Star-Beacon*	(r)	5,436	2,759	8,195	268	8,463	6	8,469
Athens	*Messenger*	(t)	2,051	5,832	7,883	2,424	10,307	3	10,310
	Sunday ed.	(m)	2,006	5,930	7,936	2,468	10,404	2	10,406
Bowling Green	*Sentinel-Tribune*	(r)	1,444	1,429	2,873	104	2,977	316	3,293
Cambridge	*Jeffersonian****	(r)	3,691	5,758	9,449	487	9,936	2	9,938
Canton	*News*	(t)	12,936	6,693	19,629	380	20,009	1	20,010
	Saturday	(y)	12,468	5,405	17,873	380	18,253	...	18,253
	Sunday ed.	(m)	11,167	5,246	16,143	380	16,793	...	16,793
	Repository	(t)	20,291	6,331	27,252	1,793	29,045	...	29,045
	Saturday	(y)	20,310	4,730	25,040	1,798	26,838	...	26,838
	Sunday ed.	(m)	17,930	5,852	23,782	2,016	25,798	...	25,798
Cincinnati	*Post*	(r)	86,416	15,983	102,399	66,233	168,632	235	168,867
	Times-Star	(r)	109,150	19,085	128,235	21,931	150,166	...	150,166
Cleveland	*News*	(r)	117,653	18,414	136,067	32,556	168,623	...	168,623
	Sunday News Leader	(m)	84,720	28,532	113,252	70,069	183,321	567	183,888
	Plain Dealer	(b)	116,477	33,562	150,039	56,792	206,831	...	206,831
	Sunday ed.	(m)	129,544	39,555	169,099	67,910	237,009	...	237,009
	Press	(r)	159,714	13,763	173,477	26,633	200,110	...	200,110
Columbus	*Citizen*	(r)	50,365	17,438	67,803	9,845	77,648	...	77,648
Coshocton	*Tribune & Times-Age****	(r)	2,985	2,745	5,730	463	6,193	...	6,193
	Sunday ed.	(m)	2,938	2,762	5,700	466	6,166	...	6,166
Dayton	*News*	(r)	32,585	11,751	44,336	1,878	46,214	167	46,381
	Sunday ed.	(m)	28,945	10,551	39,496	4,033	43,529	183	43,712
	Herald	(r)	22.723	10,414	33,137	1,359	34,496	184	34,680
	Journal	(b)	16,784	9,281	26,065	1,577	27,642	493	28,135
	Sunday ed.	(m)	24,692	13,188	37,880	4,074	41,954	133	42,087
Delaware	*Gazette****	(r)	1,783	265	2,048	119	2,167	...	2,167
E. Liverpool	*Review****	(r)	5,556	1,419	6,975	198	7,173	...	7,173
	Tribune***	(b)	2,496	5,877	8,373	407	8,780	...	8,780
	Total Daily	(e)	8,052	7,296	15,348	605	15,953	...	15,953
Elyria	*Chronicle-Telegram****	(r)	5,084	2,517	7,601	291	7,892	19	7,911
Findlay	Republican	(b)	4,245	2,866	7,111	421	7,532	...	7,532
Fremont	*News*	(r)	3,150	677	3,827	83	3,910	...	3,910
Hamilton	*News*	(r)	5,909	3,952	9,961	351	10,212	1	10,213
	Journal	(r)	7,256	1,986	9,242	292	9,534	24	9,558

(Continued on page 102)



1924 will be a big year for ST. LOUIS

—and for manufacturers who take advantage of opportunities awaiting them in this market

THIS year St. Louis will spend the first millions of its $87,000,000 bond issue for civic improvements. An influx of artisans and workmen; purchases of materials; letting of contracts—every detail of this huge expenditure will augment the city's buying power and increase its demands for necessities and luxuries.

St. Louis Is Offering More Alluring Opportunities to Manufacturers—Is a Greater Market—Than Ever Before!

It remains for manufacturers who recognize the added benefits to be gained by cultivating this market during 1924, simply to follow the obvious methods employed by local merchants who have proved the wisdom of their policies—advertise to *all* St. Louis at *minimum* cost, by concentrating in the two principal evening newspapers.

One of them, of course—

THE ST. LOUIS STAR

"Nothing counts but RESULTS"

National Advertising Representative
THE S. C. BECKWITH SPECIAL AGENCY

New York Chicago Detroit St. Louis Kansas City Atlanta San Francisco Los Angeles

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 100)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Lima	*News & Times-Democrat*	(t)	10,610	5,437	16,047	322	16,369	52	16,421
	Saturday	(y)	10,180	2,521	12,701	322	13,023	156	13,179
	Sunday ed.	(m)	9,894	6,324	16,218	324	16,542	14	16,556
	Republican-Gazette	(b)	4,147	5,972	10,119	269	10,388	5	10,393
	(Morning up to June 18, 1923, Evening thereafter)								
	Republican-Gazette	(r)	4,515	5,720	10,235	274	10,509	...	10,509
	Sunday ed.	(m)	4,162	6,292	10,454	272	10,726	35	10,761
Lorain	*Journal***	(r)	3,282	1,271	4,553	223	4,776	90	4,866
	*Times-Herald****	(r)	5,218	1,187	6,405	169	6,574	27	6,601
Mt. Vernon	*Republican-News****	(r)	1,970	1,785	3,755	252	4,007	9	4,016
Mansfield	*News****	(t)	7,909	3,349	11,258	414	11,672	...	11,672
	Saturday	(y)	7,717	1,052	8,769	217	8,986	...	8,986
	Sunday ed.	(m)	7,542	3,268	10,810	404	11,214	...	11,214
Marietta	*Times*	(r)	3,392	2,884	6,276	356	6,632	3	6,635
Marion	*Star****	(r)	7,546	3,482	11,028	492	11,520	14	11,534
Martins Ferry	*Times*	(r)	4,164	4,354	8,518	144	8,662	...	8,662
	(City circulation includes Bridgeport, 693; Bellaire, 1,379)								
Massillon	*Independent*	(r)	5,498	1,854	7,352	349	7,701	4	7,705
Middletown	*Journal*	(r)	3,519	420	3,939	307	4,246	...	4,246
	Sunday ed.	(m)	3,635	583	4,218	307	4,525	...	4,525
	News-Signal	(r)	3,928	894	4,822	132	4,954	5	4,959
Newark	*Advocate****	(r)	4,635	2,906	7,541	482	8,023	9	8,032
Painesville	*Telegraph*	(r)	2,268	1,003	3,271	86	3,357	2	3,359
Portsmouth	*Times*	(r)	7,601	5,822	13,423	968	14,391	5	14,396
	Sun-Times	(m)	7,096	5,199	12,295	277	12,572	3	12,575
Salem	*News*	(r)	2,484	793	3,277	141	3,418	1	3,419
Sandusky	Register**	(d)	3,688	4,644	8,332	1,349	9,681	...	9,681
	Sunday ed.	(m)	4,089	4,660	8,749	1,353	10,102	...	10,102
	*Star-Journal****	(r)	5,343	1,832	7,175	817	7,992	15	8,007
Springfield	*News*	(r)	15,082	2,416	17,498	278	17,776	2	17,778
	Sunday ed.	(m)	13,691	2,349	16,040	199	16,239	20	16,259
	Sun	(b)	8,919	4,199	13,118	870	13,988	34	14,022
	Sunday ed.	(m)	7,935	3,498	11,433	1,227	12,660	...	12,660
Tiffin	*Advertiser*	(r)	2,144	1,135	3,279	290	3,569	6	3,575
Toledo	*Blade*	(r)	51,139	39,314	90,453	16,556	107,009	...	107,009
	News-Bee	(r)	45,124	25,690	70,814	9,566	80,380	...	80,380
Warren	*Tribune*	(r)	6,769	1,546	8,315	457	8,772	18	8,790
Wooster	*Record*	(r)	2,255	3,352	5,607	505	6,112	...	6,112
Youngstown	*Telegram*	(r)	16,001	8,524	24,525	1,492	26,017	19	26,036
	Vindicator	(r)	18,391	7,489	25,880	1,945	27,825	31	27,856
	Sunday ed.	(m)	18,416	7,012	25,428	880	26,308	251	26,559
Zanesville	*Signal*	(r)	5,600	4,228	9,828	494	10,322	...	10,322
	Times-Recorder.	(b)	7,765	11,318	19,083	665	19,748	...	19,748
	Total Daily	(e)	13,365	15,546	28,911	1,159	30,070	...	30,070

OKLAHOMA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Bartlesville	Examiner	(d)	2,297	1,697	3,994	186	4,180	80	4,260
	Sunday ed.	(m)	2,324	1,701	4,025	182	4,207	63	4,270
McAlester	*News-Capital*	(r)	2,047	880	2,927	147	3,074	4	3,078
Muskogee	Phoenix	(b)	7,126	4,727	11,853	1,876	13,729	50	13,779
	Sunday ed.	(m)	7,898	5,201	13,099	2,029	15,128	57	15,185
	Times-Democrat	(r)	6,146	3,160	9,306	3,061	12,367	21	12,388
Oklahoma City	Oklahoman	(b)	16,285	7,542	23,827	39,321	63,148	...	63,148
	Times	(r)	20,803	6,895	27,698	22,330	50,028	...	50,028
	Sunday ed.	(m)	23,253	9,291	32,544	49,509	82,053	52	82,105
	*Leader***	(r)	2,760	.....	2,760	11,267	14,027	...	14,027
	News	(r)	15,777	3,578	19,355	4,409	23,764	...	23,764
Okmulgee	*Democrat****	(t)	3,692	1,049	4,741	610	5,351	61	5,412
	Sunday ed.	(m)	3,637	1,098	4,735	609	5,344	46	5,390
	Times***	(d)	3,672	1,882	5,554	574	6,128	115	6,243
	Sunday ed.	(m)	3,707	1,911	5,618	573	6,191	115	6,306
Tulsa	World	(b)	19,742	9,945	29,687	12,386	42,073	1	42,074
	Sunday ed.	(m)	21,318	10,484	31,802	14,085	45,887	4	45,891
	Tribune	(r)	19,136	7,124	26,260	5,402	31,662	2	31,664
	Sunday ed.	(m)	18,443	7,763	26,206	5,914	32,120	8	32,128

OREGON

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Bend	*Bulletin*	(r)	1,392	78	1,470	54	1,524	...	1,524
Eugene	Register	(d)	2,167	2,169	4,336	608	4,944	...	4,944
	Sunday ed.	(m)	2,203	2,189	4,392	675	5,067	...	5,067
Pendleton	*E. Oregonian*	(r)	1,746	705	2,451	275	2,726	30	2,756
Portland	Oregonian	(b)	40,818	13,347	54,165	34,252	88,417	562	88,979
	Sunday ed.	(m)	58,268	17,628	75,896	48,807	124,703	536	125,239
	Ore. Journal	(r)	44,198	14,980	59,178	26,180	85,358	308	85,666
	Sunday ed.	(m)	46,410	19,448	65,858	39,665	105,523	75	105,598
	News	(r)	24,316	3,304	27,620	4,026	31,646	19	31,665
	Telegram	(r)	30,888	10,185	41,073	12,780	53,853	171	54,024
Salem	*Capital Journal*	(r)	4,075	1,608	5,683	254	5,937	2	5,939
The Dalles	*Chronicle*	(r)	1,358	225	1,583	88	1,671	...	1,671

PENNSYLVANIA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Allentown	*Chronicle-News & Item*	(r)	7,908	1,786	9,694	187	9,881	9	9,890
	Call	(b)	13,100	14,000	27,100	1,293	28,393	5	28,398
	Sunday ed.	(m)	10,255	6,554	16,809	305	17,114	...	17,114
Altoona	*Mirror****	(r)	15,277	8,338	23,615	2,566	26,181	123	26,304
Beaver	*Times*	(r)	897	3,220	4,117	124	4,241	13	4,254
Chester	Republican	(b)	959	380	1,339	17	1,356	7	1,363
	(Discontinued Sept. 29, 1923)								
	Times	(r)	9,716	3,794	13,510	588	14,098	12	14,110
Connellsville	*Courier****	(r)	2,903	2,508	5,411	595	6,006	...	6,006
Doylestown	*News*	(r)	383	411	794	360	1,154	2	1,156
Easton	*Express*	(r)	10,298	9,115	19,413	1,276	20,689	5	20,694
Erie	*Times****	(r)	18,953	5,072	24,025	4,257	28,282	3	28,285
	Dispatch-Herald	(r)	14,178	5,174	19,352	1,672	21,024	6	21,030
	Sunday ed.	(m)	16,515	2,368	18,883	1,051	19,934	56	19,990
Greensburg	*Tribune***	(r)	2,552	3,678	6,230	555	6,785	6	6,791
	Review**	(b)	2,325	2,736	5,061	318	5,379	16	5,395
Harrisburg	*News*	(r)	14,170	12,418	26,588	12,611	39,199	5	39,204
	Patriot	(b)	10,991	7,682	18,673	3,241	21,914	40	21,954
	Total Daily	(e)	25,161	20,100	45,261	15,852	61,113	45	61,158
	Telegraph	(r)	12,971	10,886	23,857	15,675	39,532	5	39,537
Lancaster	*Intelligencer & News-Journal.*	(b)	3,933	8,938	12,871	156	13,027	3	13,030
	Evening ed.	(r)	7,652	4,399	12,051	201	12,252	...	12,252
	Total Daily	(e)	11,585	13,337	24,922	357	25,279	3	25,282
	New Era	(r)	8,244	8,282	16,526	856	17,382	12	17,394
Meadville	Tribune Republican	(b)	1,673	3,124	4,797	306	5,103	10	5,113
	Republican	(r)	2,193	1	2,194	4	2,198	1	2,199
	Total Daily	(e)	3,866	3,125	6,991	310	7,301	11	7,312
Mt. Carmel	*Item****	(r)	2,295	1,424	3,719	195	3,914	...	3,914
New Castle	*News*	(r)	9,696	2,550	12,246	857	13,103	11	13,114
Norristown	*Times-Herald*	(r)	6,635	5,170	11,805	579	12,384	2	12,386
Oil Clay	Derrick	(b)	3,954	1,630	5,584	988	6,572	7	6,579
Philadelphia	*Bulletin*	(r)	368,225	105,294	473,519	29,849	503,368	...	503,368
	Inquirer	(b)	151,976	40,532	192,508	31,984	224,402	...	224,402
	Sunday ed.	(m)	241,962	92,967	334,929	66,374	401,303	...	401,303
	Public Ledger	(b)	47,396	25,243	72,639	23,380	96,019	8	96,027
	Evg. Pub. Ledger	(r)	150,901	30,872	181,773	10,213	191,986	9	191,995
	Total Daily	(e)	198,297	56,115	254,412	33,593	288,005	17	288,022
	Sunday ed.	(m)	102,228	56,873	159,101	88,134	247,235	62	247,297
	North American	(b)	39,503	29,412	68,915	69,972	138,887	...	138,887
	Sunday ed.	(m)	40,764	29,359	70,123	113,186	183,309	...	183,309
	Record	(b)	60,791	36,652	97,443	30,687	128,130	...	128,130
	Sunday ed.	(m)	58,682	33,107	91,789	28,535	120,324	...	120,324
Ptitsburgh	Post	(b)	62,414	22,469	84,883	29,990	114,873	...	114,873
	Sunday ed.	(m)	50,113	43,773	93,886	69,183	163,069	...	163,069
	Press	(r)	111,295	32,116	143,411	13,790	157,201	...	157,201
	Sunday ed.	(m)	111,579	45,762	157,341	64,088	221,429	...	221,429
	Sun	(t)	40,235	27,373	67,608	17,425	85,033	...	85,033
	Saturday	(y)	54,245	31,624	85,869	26,062	111,931	...	111,931
Pottstown	News	(b)	3,788	2,945	6,733	458	7,191	3	7,194
Pottsville	Morning Paper***	(b)	1,047	525	1,572	203	1,775	39	1,814
	Republican	(r)	4,132	4,550	8,682	2,883	11,565	336	11,901
	Total Daily	(e)	5,179	5,075	10,254	3,086	13,340	375	13,715
Reading	*Eagle*	(r)	18,123	14,680	32,803	2,919	35,722	2	35,724
	Sunday ed.	(m)	16,776	7,631	24,407	1,014	25,421	92	25,513
	Herald-Telegram	(r)	5,781	1,892	7,673	272	7,945	2	7,947
	Times	(b)	5,163	1,464	6,627	347	6,974	94	7,068
Scranton	Republican**	(b)	11,921	14,889	26,810	3,242	30,052	4	30,056
	*Times****	(r)	26,096	12,760	38,856	731	39,587	...	39,587
Shamokin	*News****	(r)	3,020	1,028	4,048	250	4,298	...	4,298
Sharon	*Herald*	(r)	3,015	2,522	5,537	210	5,747	114	5,861
	Telegraph	(r)	2,961	2,150	5,111	123	5,234	6	5,240
Titusville	Herald***	(b)	1,997	2,209	4,206	682	4,888	...	4,888
Warren	Mirror***	(b)	1,332	1,465	2,797	300	3,097	3	3,100
	*Times****	(r)	2,493	1,012	3,505	300	3,805	...	3,805
Washington	Observer	(b)	1,798	8,507	10,305	534	10,839	1	10,840
	Reporter	(r)	5,142	183	5,325	234	5,559	3	5,562
Wilkes-Barre	Record***	(b)	8,408	11,051	19,459	1,580	21,039	166	21,205
	Sunday Independent***	(m)	5,586	11,591	17,177	176	17,353	...	17,353
	*Times-Leader****	(r)	9,089	12,954	22,043	1,004	23,047	...	23,047
Williamsport	*Sun*	(r)	11,591	5,888	17,479	673	18,152	14	18,166

RHODE ISLAND

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Pawtucket	*Times*	(r)	18,369	5,387	23,756	688	24,444	9	24,453
Providence	Journal	(b)	20,733	10,809	31,542	3,552	35,094	35	35,129
	Sunday ed.	(m)	36,381	17,074	53,455	4,682	58,137	30	58,167
	Bulletin	(r)	47,242	10,207	57,449	3,900	61,349	18	61,367
	News	(r)	16,811	8,851	25,662	1,421	27,083	3	27,086
	Tribune	(r)	16,829	5,272	22,101	468	22,569	7	22,576
	Sunday ed.	(m)	6,945	3,081	10,026	201	10,227	29	10,256
Westerly	*Sun*	(t)	2,606	1,801	4,407	185	4,592	...	4,592
	Sunday ed.	(q)	2,486	1,970	4,456	186	4,642	...	4,642
Woonsocket	*Call****	(r)	8,058	4,984	13,042	395	13,437	...	13,437

SOUTH CAROLINA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Charleston	*Post*	(r)	8,864	2,466	11,330	197	11,527	...	11,527
	News & Courier**	(b)	3,071	2,713	5,784	1,476	7,260	...	7,260
	Sunday ed.	(m)	5,105	2,334	7,439	1,372	8,811	...	8,811
Columbia	*Record*	(r)	6,423	4,207	10,630	5,412	16,042	...	16,042
	Sunday ed.	(m)	5,888	4,201	10,089	5,681	15,770	13	15,783
	State	(b)	4,692	4,561	9,253	13,983	23,236	...	23,236
	Sunday ed.	(m)	5,182	3,975	9,157	15,129	24,286	...	24,286
Greenville	News	(b)	6,202	7,257	13,459	2,891	16,350	...	16,350
	Sunday ed.	(m)	7,882	5,801	13,683	3,348	17,031	...	17,031
	Piedmont	(r)	6,145	2,946	9,091	1,119	10,210	10	10,220
Spartanburg	Herald	(b)	1,549	3,655	5,204	332	5,536	...	5,536
	Sunday ed.	(m)	2,913	3,814	6,727	409	7,136	...	7,136
	Journal	(r)	2,650	840	3,490	89	3,579	...	3,579

SOUTH DAKOTA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Aberdeen	American	(b)	2,240	3,328	5,568	1,249	6,817	...	6,817
	News	(r)	2,025	824	2,849	484	3,333	...	3,333
	Sunday ed.	(m)	2,522	4,157	6,709	1,733	8,442	...	8,442
Mitchell	*Republican*	(r)	1,594	3,574	5,168	1,419	6,587	8	6,595
Sioux Falls	*Argus-Leader*	(r)	7,036	11,757	18,793	5,566	24,359	25	24,384
	Press	(d)	3,505	8,264	11,769	5,303	17,072	6	17,078
	Sunday ed.	(m)	4,137	8,385	12,522	5,480	18,002	17	18,019
Watertown	*Public Opinion*	(r)	1,920	3,264	5,184	1,077	6,261	...	6,261

TENNESSEE

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Chattanooga	*News*	(r)	17,888	5,627	23,515	1,946	25,461	22	25,483
	Times	(b)	14,712	6,992	21,704	2,354	24,058	...	24,058
	Sunday ed.	(m)	17,274	4,757	22,031	2,114	24,145	...	24,145
Johnson City	Chronicle***	(d)	1,462	864	2,326	1,127	3,453	18	3,471
	Sunday ed.	(m)	1,479	929	2,408	1,041	3,449	65	3,514
	*Staff****	(t)	2,061	1,760	3,821	904	4,725	5	4,730
	Sunday ed.	(m)	2,174	1,847	4,021	1,037	5,058	...	5,058
Knoxville	Journal & Tribune**	(b)	12,418	13,421	25,839	4,533	30,372	...	30,372
	Sunday ed.	(m)	13,803	7,815	21,618	3,901	25,519	...	25,519
	News	(r)	10,148	801	10,949	172	11,121	...	11,121
	Sentinel**	(r)	12,563	9,320	21,883	3,411	25,294	...	25,294
	Sunday ed.	(m)	12,792	8,754	21,546	3,379	24,925	...	24,925
Memphis	Commercial Appeal	(b)	32,861	18,176	51,037	49,919	100,956	...	100,956
	Sunday ed.	(m)	39,692	20,491	60,183	61,704	121,887	...	121,887
	News-Scimitar	(r)	28,041	13,721	41,762	16,599	58,361	12	58,373
	Sunday ed.	(m)	23,016	11,275	34,291	12,776	47,067	...	47,067
	Press	(r)	33,339	2,134	35,473	1,073	36,546	...	36,546
Nashville	*Banner*	(r)	20,827	23,386	44,213	3,524	47,737	1	47,738
	Sunday ed.	(m)	22,124	21,269	43,393	4,372	47,765	17	47,782
	Tennessean	(b)	21,699	11,731	33,430	4,791	38,221	6	38,227
	Tennessean	(r)	19,972	2,261	22,233	111	22,344	...	22,344
	Sunday ed.	(m)	23,433	9,392	32,825	4,680	37,505	56	37,561
	Total Daily	(e)	41,671	13,992	55,663	4,902	60,565	6	60,571

TEXAS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Amarillo	News	(b)	3,703	1,321	5,024	2,619	7,643	62	7,705
	Sunday ed.	(m)	4,200	1,662	5,862	3,602	9,464	180	9,644
Austin	American	(b)	5,801	4,160	9,961	285	10,246	...	10,246
	Sunday ed.	(m)	7,648	5,381	13,029	313	13,342	...	13,342
	Statesman	(r)	3,965	897	4,862	204	5,066	...	5,066
	Sunday ed.	(m)	4,402	990	5,392	214	5,606	...	5,606
Beaumont	Enterprise	(b)	6,254	7,586	13,840	8,112	21,952	167	22,119
	Sunday ed.	(m)	9,517	10,754	20,271	11,310	31,581	138	31,719
	Journal	(r)	5,069	1,837	6,906	397	7,303	3	7,306
Dallas	*Dispatch****	(r)	24,375	1,656	26,031	1,762	27,793	...	27,793
	*Journal****	(r)	26,589	5,515	32,104	9,829	41,933	...	41,933
	News***	(b)	20,932	4,932	25,864	35,193	61,057	...	61,057
	Sunday ed.	(m)	33,431	8,106	41,537	55,559	97,096	...	97,096
Denton	*Record-Chronicle**	(r)	1,294	344	1,638	157	1,795	9	1,804
El Paso	*Herald****	(t)	10,013	7,452	17,465	2,484	19,949	7	19,956
	Sat.-Sun. ed.	(y)	11,705	13,447	25,152	4,880	30,032	9	30,041
	Times***	(b)	7,410	4,756	12,166	690	12,856	129	12,985
	Sunday ed.	(m)	10,771	6,238	17,009	746	17,755	131	17,886

(*Continued on page* 104)

Briggs Supremacy Recognized

Among the newspapers of America the supremacy of the Briggs special feature advertising service stands unquestioned. In 20 years we have gained prestige and reputation for dependability, square dealing and satisfaction as the result of having served a long list of important newspapers of United States, several in Canada and Europe.

Briggs Weekly Business Review

—is a dependable and profitable feature service, rendered by us to publishers, through which we secure advertising heretofore considered "non-gettable." We convert "non-advertisers" into regular advertisers, and add more than 100,000 lines of local display to your paper every year. Many of our clients have been using our service continuously for ten, fifteen, to twenty years.

International Department Now Operating

European newspapers that desire to avail themselves of the famous Briggs Weekly Business Review or our other features can now be served by the largest and most dependable organization of its kind in the world.

Inquiries are welcomed and will receive prompt and courteous attention. No obligations entailed whatever. We can serve you just as effectively in Canada or England as we can in United States.

Address all communications to:

THOMAS W. BRIGGS CO.

Home Office: Memphis, Tennessee, U. S. A.

REFERENCES: DUN OR BRADSTREET COMMERCIAL AGENCIES, *AND* MORE THAN A HUNDRED LEADING DAILY NEWSPAPERS

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 102)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Ft. Worth	*Press*	(r)	9,373	122	9,495	153	9,648	4	9,652
	Record	(b)	11,560	978	12,538	10,249	22,787	...	22,787
	Sunday ed.	(m)	12,690	848	13,538	13,914	27,452	...	27,452
	Star-Telegram	(r)	23,295	2,136	25,431	68,301	93,732	...	93,732
	Sunday ed.	(m)	24,350	2,456	26,806	84,256	111,062	55	111,117
Galveston	News***	(b)	6,273	665	6,938	3,489	10,427	12	10,439
	Sunday ed.	(m)	9,245	1,020	10,265	4,186	14,451	22	14,473
	*Tribune****	(r)	7,074	584	7,658	669	8,327	...	8,327
Houston	*Chronicle*	(r)	25,780	2,690	28,470	30,681	59,151	56	59,207
	Sunday ed.	(m)	30,107	3,075	33,182	36,062	69,244	65	69,309
	Post	(b)	20,153	3,201	23,354	16,773	40,127	42	40,169
	Sunday ed.	(m)	22,889	3,813	26,702	21,021	47,723	92	47,815
	Post	(r)	6,332	1,242	7,574	811	8,385	5	8,390
	Press	(r)	24,210	532	24,742	2,465	27,207	...	27,207
Port Arthur	*News*	(r)	5,775	.....	5,775	363	6,138	...	6,138
	Sunday ed.	(m)	5,854	.....	5,854	458	6,312	5	6,317
San Antonio	Express	(b)	13,253	.....	13,253	16,640	29,893	150	30,043
	Sunday ed.	(m)	29,829	.....	29,829	24,746	54,575	...	54,575
	News	(r)	25,065	.....	25,065	6,195	31,260	8	31,268
San Antonio	*Light*	(r)	18,073	....	18,073	9,421	27,494	188	27,494
	Sunday ed.	(m)	18,315	.....	18,315	11,639	29,954	158	30,112
Temple	Telegram	(b)	1,787	.....	1,787	4,816	6,603	...	6,603
	Sunday ed.	(m)	1,966	.....	1,966	5,080	7,046	...	7,046
Texarkana	Four State Press***	(b)	2,410	428	2,838	1,565	4,403	4	4,407
	Sunday ed.	(m)	2,978	428	3,406	1,640	5,046	...	5,046
Waco	News-Tribune	(b)	6,694	.....	6,694	10,233	16,927	...	16,927
	Sunday ed.	(m)	7,398	.....	7,398	8,773	16,171	...	16,171
Wichita Falls	*Times*	(r)	6,349	3,430	9,779	2,978	12,757	9	12,766
	Sunday ed.	(m)	5,945	3,444	9,389	3,193	12,582	9	12,591
	Record-News	(b)	4,781	3,989	8,770	1,036	9,806	...	9,806
	Sunday ed.	(m)	4,596	4,166	8,762	1,055	9,817	...	9,817
UTAH									
Ogden	*Standard-Examiner****	(r)	6,999	1,529	8,528	1,619	10,147	...	10,147
	Sunday ed.	(m)	7,219	1,618	8,837	1,951	10,788	...	10,788
Salt Lake City	*Deseret News***.	(r)	9,090	5,284	14,374	13,617	27,991	12	28,003
	*Telegram****	(r)	13,022	2,659	15,681	3,624	19,305	...	19,305
	Sunday ed.	(m)	14,439	3,570	18,009	6,401	24,410	...	24,410
	Tribune****	(b)	17,149	5,382	22,531	18,467	40,998	94	41,092
	Sunday ed.	(m)	24,973	8,594	33,567	34,835	68,402	88	68,490
VERMONT									
Barre	*Times*	(r)	2,375	3,329	5,704	1,015	6,719	5	6,724
Burlington	Free Press	(b)	3,279	3,061	6,340	6,052	12,392	...	12,392
Rutland	Herald	(b)	2,869	4,518	7,387	2,850	10,237	8	10,245
VIRGINIA									
Bristol	Herald-Courier ***	(b)	3,154	3,550	6,704	1,709	8,413	...	8,413
Clifton Forge	*Review****	(r)	904	109	1,013	78	1,091	3	1,094
Danville	Register	(b)	1,314	2,747	4,061	715	4,776	...	4,776
	Bee	(r)	5,372	1,869	7,241	179	7,420	...	7,420
	Sunday ed.	(m)	3,599	3,034	6,633	709	7,342	...	7,342
Harrisonburg	News-Record***	(b)	925	4,968	5,893	816	6,709	12	6,721
Lynchburg	News***	(d)							
Lynchburg	*Advance****	(r)	5,683	60	5,743	26	5,769	...	5,769
	News***	(d)	2,113	3,750	5,863	2,870	8,733	...	8,733
	Sunday ed.	(m)	4,321	3,793	8,114	2,874	10,988	3	10,991
Newport News	Press	(b)	1,966	3,134	5,100	433	5,533	...	5,533
	Sunday ed.	(m)	4,316	4,576	8,892	433	9,325	...	9,325
	Times-Herald	(r)	4,622	3,201	7,823	44	7,867	...	7,867
Norfolk	*Ledger-Dispatch*	(r)	30,306	3,251	33,557	6,096	39,653	64	39,717
	Post	(r)	8,874	....	8,874	44	8,918	..	8,918
	Virginia-Pilot	(b)	22,235	3,429	25,664	10,518	36,182	8	36,190
	Sunday ed.	(m)	28,282	3,988	32,270	9,850	42,120	50	42,170
Richmond	*News-Leader*	(r)	38,070	2,948	41,018	7,889	48,907	..	48,907
	Times-Dispatch	(b)	12,337	2,162	14,499	7,903	22,402	16	22,418
	Sunday ed.	(m)	28,779	3,284	32,063	9,730	41,793	5	41,798
Roanoke	Times***	(b)	3,664	3,010	6,674	6,407	13,081	..	13,081
	Sunday ed.	(m)	5,679	3,670	9,349	7,520	16,869	7	16,876
	*World-News***.	(r)	8,982	1,200	10,182	636	10,818	...	10,818
Staunton	News-Leader***	(d)	510	3,182	3,692	530	4,222	152	4,374
	Evg. Leader	(r)	1,725	122	1,847	130	1,977	19	1,996
	Sunday ed.	(m)	660	3,178	3,838	529	4,367	...	4,367
Winchester	*Star****	(r)	1,568	1,766	3,334	525	3,859	8	3,867
WASHINGTON									
Aberdeen	*World*	(r)	2,950	2,200	5,150	195	5,345	32	5,377
Everett	*Herald*	(r)	7,288	5,487	12,775	495	13,270	...	13,270
Seattle	Post-Intelligencer	(b)	39,040	8,226	47,266	19,079	66,345	...	66,345
	Sunday ed.	(m)	52,060	16,977	69,037	73,503	142,540	24	142,564
	Star	(r)	45,183	9,591	54,774	17,074	71,848	...	71,848
	Times	(r)	46,336	5,018	51,354	7,042	58,396	...	58,396
	Sunday ed.	(m)	52,755	9,934	62,689	25,383	88,072	...	88,072
Spokane	*Chronicle*	(r)	24,162	12,321	36,447	1,492	37,939	8	37,947
	Spokesman-Review	(b)	16,191	20,322	36,513	8,334	44,847	7	44,854
	Sunday ed.	(m)	22,621	20,875	43,496	9,681	53,177	74	53,251
Tacoma	Ledger	(b)	7,629	4,720	12,349	3,364	15,713	11	15,724
	Sunday ed.	(m)	17,774	8,401	26,175	3,825	30,000	103	30,103
	News-Tribune	(r)	20,489	9,133	29,622	3,007	32,629	3	32,632
	Times	(r)	12,971	2,827	15,798	709	16,507	...	16,507
Walla Walla	*Bulletin*	(r)	2,592	1,524	4,116	252	4,368	76	4,444
	Sunday ed.	(m)	2,497	1,559	4,056	257	4,313	89	4,403
	Times	(r)	1,345	562	1,907	464	2,371	40	2,411
	Sunday ed.	(m)	1,379	585	1,964	472	2,436	40	2,476
	Union	(b)	1,439	1,288	2,727	522	3,249	291	3,540
	Sunday ed.	(m)	1,531	1,300	2,831	534	3,365	294	3,659
Wenatchee	*World*	(r)	2,140	2,271	4,411	3,174	7,585	37	7,622
Yakima	*Republic*	(r)	4,634	1,264	5,898	258	6,156	...	6,156
	Herald	(b)	1,578	4,067	5,645	303	5,948	...	5,948
	Sunday ed.	(m)	3,880	4,519	8,399	338	8,737	...	8,737
WEST VIRGINIA									
Bluefield	Telegraph	(d)	2,810	7,429	10,239	256	10,495	...	10,495
	Sunday ed.	(m)	3,346	10,808	14,154	256	14,410	...	14,410
Charleston	Gazette	(b)	7,298	8,533	15,831	3,258	19,089	8	19,097
	Sunday ed.	(m)	8,100	11,804	19,904	4,191	24,095	40	24,135
Clarksburg	Exponent	(d)	3,061	2,650	5,711	2,362	8,073	72	8,145
	Sunday ed.	(m)	2,900	2,987	5,887	2,538	8,425	24	8,449
	Telegram	(r)	5,441	2,743	8,184	2,226	10,410	...	10,410
	Sunday ed.	(m)	5,166	4,026	9,192	3,084	13,016	182	13,198
Fairmont	Times**	(d)	3,035	3,318	6,353	1,309	7,662	13	7,675
	Sunday ed.	(m)	3,325	1,796	5,121	1,087	6,208	10	6,218
	W. Virginian	(r)	3,095	2,807	5,902	252	6,154	210	6,364
Huntington	*Advertiser*	(r)	8,469	1,274	9,743	240	9,983	...	9,983
	Sunday ed.	(m)	8,235	2,518	10,753	327	11,080	...	11,080
	Herald-Dispatch	(b)	8,033	2,830	10,863	2,643	13,506	98	13,604
	Sunday ed.	(m)	7,952	2,815	10,767	2,691	13,458	...	13,458
Martinsburg	*Journal*	(r)	2,413	1,277	3,690	279	3,969	7	3,976
Parkersburg	News	(b)	1,784	1,465	3,249	1,697	4,946	18	4,964
	Sunday ed.	(m)	3,205	1,717	4,922	1,647	6,569	22	6,591
	Sentinel	(r)	5,564	1,274	6,838	645	7,483	3	7,486
Wheeling	Intelligencer***	(b)	4,008	6,469	10,477	1,754	12,231	...	12,231
	News	(r)	8,589	3,888	12,477	1,223	13,700	...	13,700
	Sunday ed.	(m)	8,237	8,865	17,102	1,692	18,794	...	18,794
	Register	(b)	4,890	3,684	8,574	2,396	10,970	50	11,020
	Sunday ed.	(m)	6,543	3,701	10,244	1,988	12,232	15	12,247
WISCONSIN									
Appleton	*Post-Crescent*	(r)	4,838	4,347	9,185	417	9,602	13	9,615
Beloit	*News*	(r)	5,674	2,817	8,491	260	8,751	14	8,765
Eau Claire	Leader	(d)	2,414	3,216	5,630	341	5,971	2	5,973
	Telegram	(r)	2,561	739	3,300	71	3,371	1	3,372
	Sunday ed.	(m)	2,454	3,245	5,699	342	6,041	8	6,049
Fond du Lac	*Commonwealth****	(r)	2,828	2,917	5,745	1,013	6,758	3	6,761
	*Reporter****	(r)	3,092	2,156	5,248	1,378	6,626	21	6,647
Green Bay	*Press-Gazette*	(r)	7,109	4,416	11,525	722	12,247	55	12,302
Janesville	*Gazette*	(r)	4,602	5,890	10,492	278	10,770	18	10,788
Kenosha	*News*	(r)	7,314	557	7,871	265	8,136	42	8,178
La Crosse	*Tribune & Leader-Press*	(r)	7,378	4,606	11,984	524	12,508	4	12,512
	Sunday ed.	(m)	6,825	4,550	11,375	529	11,904	16	11,920
Madison	*Capital Times****	(r)	6,081	7,088	13,169	3,432	16,601	...	16,601
	*State Journal****	(r)	9,596	8,606	18,202	1,000	19,202	...	19,202
	Sunday ed.	(m)	9,232	8,429	17,661	1,001	18,662	...	18,662
Milwaukee	*Journal*	(r)	74,128	25,169	99,297	19,258	118,555	71	118,626
	Sunday ed.	(m)	59,744	23,318	83,062	20,045	103,107	...	103,107
	Sentinel	(b)	24,215	10,137	34,352	9,848	44,200	35	44,235
	Sentinel	(r)	12,751	14,865	17,616	2,711	20,327	35	20,362
	Total Daily	(e)	36,966	15,002	51,968	12,559	64,527	70	64,597
	Sunday ed.	(m)	20,791	10,898	31,689	11,650	43,339	75	43,414
	Wisconsin News.	(r)	39,227	12,308	51,535	19,301	70,836	29	70,865
	Sunday ed.	(m)	43,099	20,776	63,875	59,837	123,712	8	123,720
Monroe	*Times*	(r)	1,061	1,369	2,430	217	2,647	1	2,648
Oshkosh	*Northwestern****	(r)	8,399	4,109	12,508	1,135	13,643	2	13,645
Racine	*Journal-News****	(r)	6,427	2,322	8,749	539	9,288	...	9,288
	*Times-Call****	(r)	6,933	1,375	8,308	181	8,489	...	8,489
Sheboygan	*Press-Telegram*	(r)	6,227	3,991	10,218	282	10,500	4	10,504
Superior	*Telegram*	(r)	8,017	5,217	13,234	4,561	17,795	5	17,800
Wausau	*Record-Herald.*	(r)	4,354	2,126	6,480	233	6,713	64	6,777
WYOMING									
Casper	*Tribune****	(r)	5,077	840	6,817	2,907	9,724	...	9,724
Cheyenne	*Wyo. State Tribune-Leader****	(r)	3,472	598	4,070	2,372	6,442	...	6,442
	Sunday ed.	(m)	3,311	634	3,945	2,519	6,464	...	6,464
Sheridan	*Post-Enterprise****	(t)	2,133	529	2,662	1,841	4,503	26	4,529
	Sunday ed.	(m)	2,244	556	2,800	1,843	4,643	8	4,651

CANADA

ALBERTA

City	Paper	Key	Total Total	Total Suburban	Total Local City-Suburban	Total Total	Total Net Net	Bulk Bulk	Total Net Paid Inc. Inc.
Edmonton	Bulletin***	(c)	2,477	1,373	3,850	282	4,132	...	4,136
	Saturday	(x)	2,613	1,910	4,523	636	5,159	...	5,159
	*Journal****	(t)	13,364	6,159	19,523	559	20,082	4	20,086
	Saturday edit.	(y)	14,164	10,793	24,957	843	25,800	58	25,858
Calgary	Albertan***	(b)	5,276	5,423	10,699	874	11,573	185	11,758
	*Herald****	(r)	13,560	8,642	22,202	755	22,957	11	22,968
Lethbridge	*Herald****	(r)	2,385	2,850	5,235	766	6,001	2	6,003
Medicine Hat	*News****	(r)	1,479	147	1,626	216	1,842	...	1,842
BRITISH COLUMBIA									
Nelson	News	(b)	1,101	2,453	3,554	231	3,785	1	3,786
Prince Rupert	News	(r)	816	411	1,227	132	1,359	1	1,360
Vancouver	*Province*	(r)	24,521	19,764	44,285	16,755	61,040	5	61,045
	Sun	(b)	10,979	5,199	16,178	7,005	23,183	10	23,193
	Sunday edit.	(m)	17,263	10,237	27,500	10,444	37,944	28	37,972
	World	(t)	7,525	3,941	11,466	5,915	17,381	10	17,391
	Saturday edit.	(y)	9,160	4,877	14,037	6,786	20,823	1	20,824
Victoria	Colonist	(d)	6,449	1,898	8,347	1,514	9,861	1	9,862
	Sunday edit.	(m)	8,582	1,930	10,512	1,571	12,083	22	12,105
	Times	(r)	6,988	1,242	8,230	478	8,708	13	8,721
MANITOBA									
Winnipeg	Free Press	(b)	7,875	313	8,188	14,610	22,798	7	22,805
	F. P. Bulletin	(r)	28,790	1,663	30,453	14,128	44,581	8	44,589
	Total Daily	(e)	36,665	1,976	38,641	28,738	67,379	15	67,394
	Tribune	(r)	21,879	1,350	23,229	12,997	36,226	6	36,232
NEW BRUNSWICK									
St. John	Telegraph**	(b)	4,365	.....	4,365	10,286	14,651	...	14,651
	*Times-Star***	(r)	13,730	.....	13,730	1,704	15,434	...	15,434
NOVA SCOTIA									
Halifax	Chronicle	(b)	2,526	.....	2,526	7,646	10,172	27	10,172
	Echo	(r)	2,455	.....	2,455	6,383	8,838	...	8,838
	Herald	(b)	3,079	.....	3,079	12,590	15,669	9	15,678
	Mail	(r)	11,304	.....	11,304	3,756	15,060	1	15,061
Sydney	Post	(b)	1,294	1,039	2,333	508	2,841	33	2,874
	Post	(r)	808	420	1,228	63	1,291	...	1,291
ONTARIO									
Brantford	*Expositor*	(r)	6,529	2,905	9,434	367	9,801	7	9,808
Brockville	*Recorder-Times.*	(r)	2,190	1,615	3,805	275	4,080	...	4,080
Ft. William	*Times-Journal*	(r)	4,221	430	4,950	535	5,485	7	5,492
			(Local includes 299 copies in Port Arthur.)						
Galt	*Reporter*	(r)	3,738	1,465	5,203	186	5,389	17	5,406
Guelph	*Mercury*	(r)	3,828	493	4,321	161	4,482	3	4,485
Hamilton	*Spectator*	(r)	25,336	4,532	29,868	2,347	32,215	...	32,215
Kingston	*British Whig*	(r)	3,252	.....	3,252	4,065	7,317	27	7,344
	Standard	(r)	3,384	.....	3,384	3,714	7,098	104	7,202
Kitchener	*Record*	(r)	6,051	1,576	7,627	279	7,906	36	7,942
Lindsay	*Post*	(r)	1,362	757	2,119	245	2,364	1	2,365
London	Advertiser	(b)	622	10,107	10,729	3,976	14,705	6	14,711
	Advertiser	(r)	4,176	915	5,091	145	5,236	67	5,303
	Total Daily	(e)	4,798	11,022	15,820	4,121	19,941	73	20,014
	Free Press	(b)	2,054	14,804	16,858	8,666	25,524	26	25,550
	Free Press	(r)	11,962	1,149	13,111	224	13,335	2	13,337
	Total Daily	(e)	14,016	15,953	29,969	8,890	38,859	28	38,887

(*Continued on page* 109)

The Whole Family Follows

"CARRIE AND HER CAR"—by Wood Cowan

Reduced Samples of Six-Column Daily Strip and Weekly Color Page are Shown Below

THE Ledger Syndicate's extensive competition for a new comic has resulted in the selection of this up-to-the-minute feature, combining Masculine and Feminine, Juvenile and Adult Appeal, Outdoor Interest, Adventure, Romance, Action.

After the consideration of hundreds of samples submitted by established artists, it was selected as being nearest the perfect comic.

Wood Cowan, the producer, has contributed during the last few years to hundreds of newspapers. After receiving his education at the Chicago Art Institute, he served on the staffs of the Chicago Inter-Ocean, Louisville Post, New Orleans Item, Washington Times, George Matthew Adams Syndicate, and New York Evening World.

His previous comics have been "Vivian the Vamp," "The Inbad Family," "In Our Office," "Bone-Head Bowlers," "Such is Golf," "In the Spotlight of Sport," and "Auto Bugs and Buggies."

Being himself an "auto bug" and having previously developed successful automobile and "vamp" comics, he is ideally equipped for his new assignment.

For Terms and Samples Wire or Write

LEDGER SYNDICATE

Independence Square
Philadelphia, Pa.

J. M. HUBER, Inc.

MANUFACTURERS

Carbon Black, Varnishes, Dry Colors

PRINTING INKS

Main Office: 130 West 42nd St., New York City

BRANCH OFFICES:

Baltimore, Chicago, Boston, Philadelphia, San Francisco, Cincinnati, St. Louis, Toronto, Canada, London, England

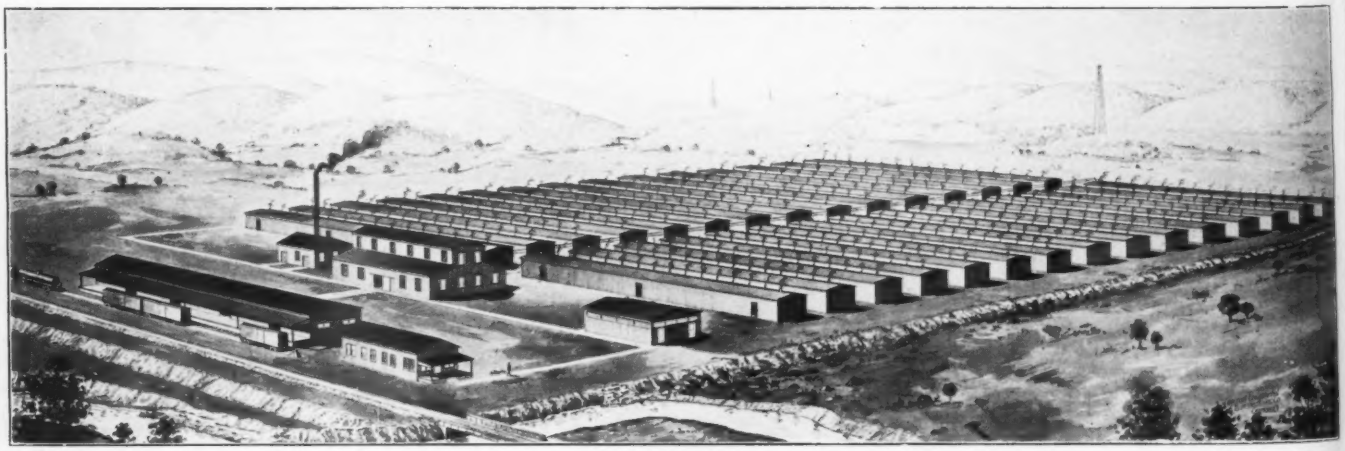
INK FACTORIES: Bayonne, N. J. Brooklyn, N. Y.

VARNISH FACTORY: Brooklyn, N. Y.

COLOR FACTORY: Brooklyn, N. Y.

CARBON BLACK FACTORIES: Dola, W. Va. Swartz, La.

Factories in Brooklyn, N. Y., where dry colors, varnishes, colored news and magazine inks and gravure inks are manufactured.



Carbon Black Plant in Dola, W. Va. Please note that all factories are equipped with railroad sidings for cheaper and quicker shipping and receiving facilities.

Huber's Colors in

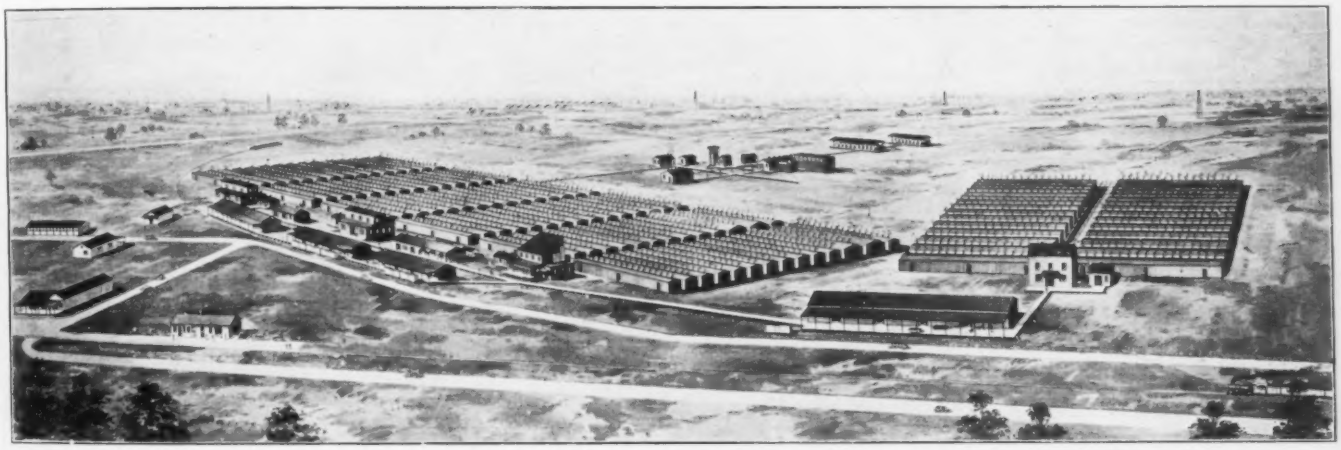
J. M. HUBER, Inc.

MANUFACTURERS

Black and Colored Gravure and

NEWS INKS

Manufactured from CARBON BLACK, DRY COLORS and VARNISHES made in our own modern factories under our own supervision, backed by 144 years of experience and research. Our conveniently located Service Branches carry complete stock.



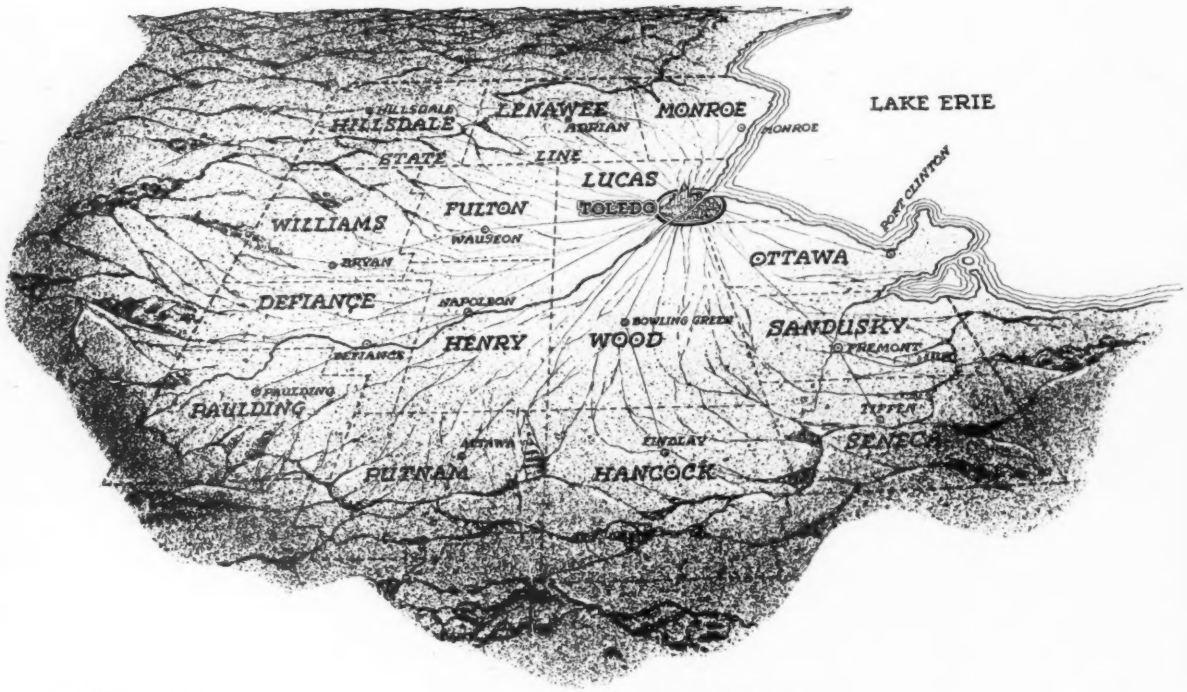
Carbon Black Plant in Swartz, La., where our famous *Air-Floated Arrow Black* is manufactured by a process which eliminates all grit. This carbon black is the pigment in our black news inks.

The most modern news black factory in the world at Bayonne, N. J. Quantity production from choice raw materials and mechanical perfection insure uniformity and superiority of our product.

Use Since 1780

TOLEDO!

The Rising Market



POPULATION

In The Toledo Market, which includes the 12 counties in Northwestern Ohio and 3 counties in Southern Michigan, there are 716,994 people.

BUYING POWER

Each one of the 162,953 families in "The Toledo Market" has a man or woman "head"—a Home Provider making an average of at least $40 per week. This amounts to $6,518,120 every week—$338,936,000 a year, or over a MILLION DOLLARS A DAY for every working day in the year!

THE BUYERS

The net personal incomes returned from "The Toledo Market" TWO YEARS AGO (last available figures) was $103,095,853 per annum—earned, spent, saved or invested in or by "The Toledo Market."

THE NEWS-BEE

"The NEWS-BEE is the advertisers ONLY newspaper contact with 200,000" of these people, who voluntarily buy 80,380 copies of The NEWS-BEE every afternoon. The NEWS-BEE is Toledo's Fastest Growing Newspaper. "Buy on a **rising** Market"—Still the BEST merchandising!

The News-Bee

TOLEDO'S GOOD NEWSPAPER

Nationally Represented by

ALLIED NEWSPAPERS, INC.

New York: 52 Vanderbilt Ave. Chicago: 5 North Wabash Ave.

Cincinnati San Francisco Cleveland

The Whole Family Follows

"CARRIE AND HER CAR"—by Wood Cowan

Reduced Samples of Six-Column Daily Strip and Weekly Color Page are Shown Below

THE Ledger Syndicate's extensive competition for a new comic has resulted in the selection of this up-to-the-minute feature, combining Masculine and Feminine, Juvenile and Adult Appeal, Outdoor Interest, Adventure, Romance, Action.

After the consideration of hundreds of samples submitted by established artists, it was selected as being nearest the perfect comic.

Wood Cowan, the producer, has contributed during the last few years to hundreds of newspapers. After receiving his education at the Chicago Art Institute, he served on the staffs of the Chicago Inter-Ocean, Louisville Post, New Orleans Item, Washington Times, George Matthew Adams Syndicate, and New York Evening World.

His previous comics have been "Vivian the Vamp," "The Inbad Family," "In Our Office," "Bone-Head Bowlers," "Such is Golf," "In the Spotlight of Sport," and "Auto Bugs and Buggies."

Being himself an "auto bug" and having previously developed successful automobile and "vamp" comics, he is ideally equipped for his new assignment.

For Terms and Samples Wire or Write

LEDGER SYNDICATE

Independence Square Philadelphia, Pa.

J. M. HUBER, Inc.

MANUFACTURERS

Carbon Black, Varnishes, Dry Colors

PRINTING INKS

Main Office: 130 West 42nd St., New York City

BRANCH OFFICES:

Baltimore, Chicago, Boston, Philadelphia, San Francisco, Cincinnati, St. Louis, Toronto, Canada, London, England

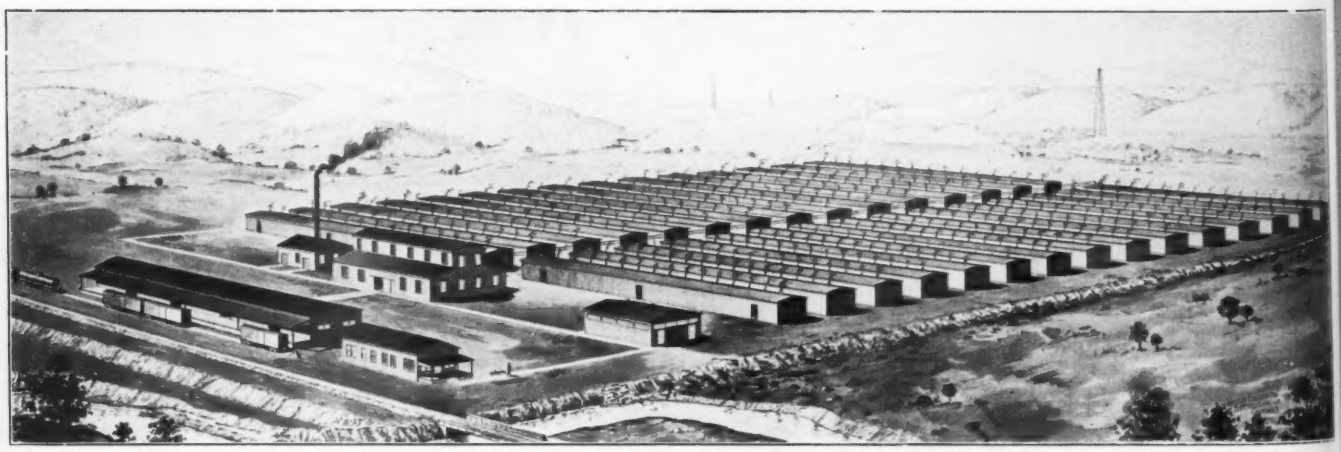
INK FACTORIES: Bayonne, N. J. Brooklyn, N. Y.

VARNISH FACTORY: Brooklyn, N. Y.

COLOR FACTORY: Brooklyn, N. Y.

CARBON BLACK FACTORIES: Dola, W. Va. Swartz, La.

Factories in Brooklyn, N. Y., where dry colors, varnishes, colored news and magazine inks and gravure inks are manufactured.



Carbon Black Plant in Dola, W. Va. Please note that all factories are equipped with railroad sidings for cheaper and quicker shipping and receiving facilities.

Huber's Colors in

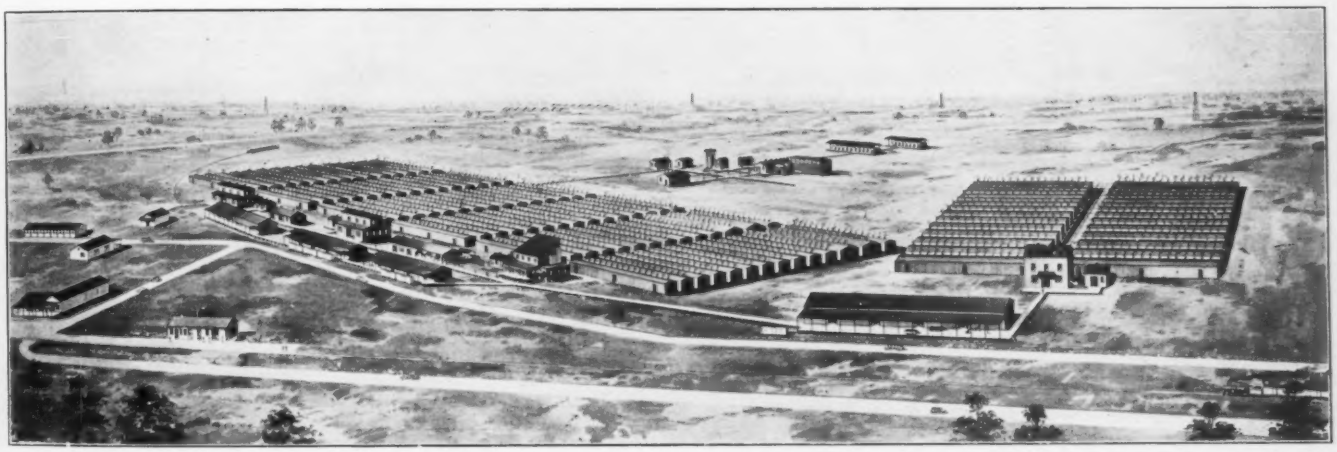
J. M. HUBER, Inc.

MANUFACTURERS

Black and Colored Gravure and

NEWS INKS

Manufactured from CARBON BLACK, DRY COLORS and VARNISHES made in our own modern factories under our own supervision, backed by 144 years of experience and research. Our conveniently located Service Branches carry complete stock.



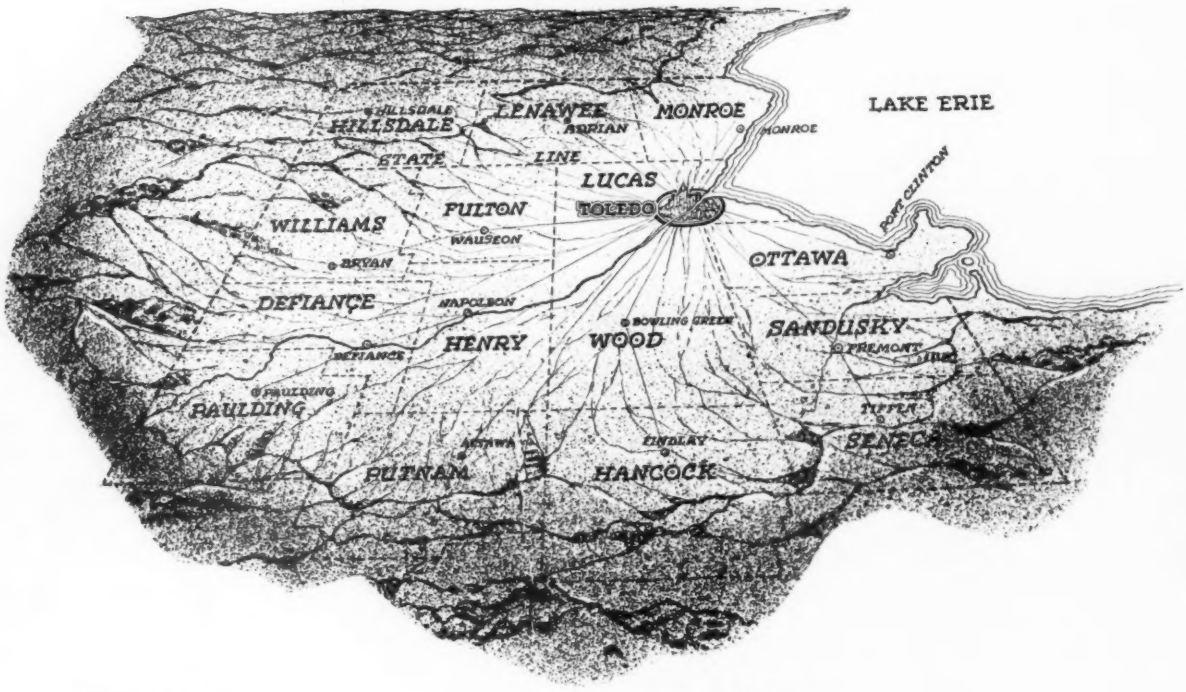
Carbon Black Plant in Swartz, La., where our famous *Air-Floated Arrow Black* is manufactured by a process which eliminates all grit. This carbon black is the pigment in our black news inks.

The most modern news black factory in the world at Bayonne, N. J. Quantity production from choice raw materials and mechanical perfection insure uniformity and superiority of our product.

Use Since 1780

TOLEDO!

The Rising Market



POPULATION

In The Toledo Market, which includes the 12 counties in Northwestern Ohio and 3 counties in Southern Michigan, there are 716,994 people.

BUYING POWER

Each one of the 162,953 families in "The Toledo Market" has a man or woman "head"—a Home Provider making an average of at least $40 per week. This amounts to $6,518,120 every week—$338,936,000 a year, or over a MILLION DOLLARS A DAY for every working day in the year!

THE BUYERS

The net personal incomes returned from "The Toledo Market" TWO YEARS AGO (last available figures) was $103,095,853 per annum—earned, spent, saved or invested in or by "The Toledo Market."

THE NEWS-BEE

"The NEWS-BEE is the advertisers ONLY newspaper contact with 200,000" of these people, who voluntarily buy 80,380 copies of The NEWS-BEE every afternoon. The NEWS-BEE is Toledo's Fastest Growing Newspaper. "Buy on a **rising** Market"—Still the BEST merchandising!

The News-Bee

TOLEDO'S GOOD NEWSPAPER

Nationally Represented by

ALLIED NEWSPAPERS, INC.

New York: 52 Vanderbilt Ave. Chicago: 5 North Wabash Ave.

Cincinnati San Francisco Cleveland

CITY, SUBURBAN, COUNTRY, BULK, AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

(Continued from page 104)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Ottawa	Citizen	(b)	4,687	1,605	6,292	811	7,103	27	7,130
	Citizen	(r)	16,451	1,936	18,387	1,838	20,225	7	20,232
	Total Daily	(e)	21,138	3,541	24,679	2,649	27,328	34	27,362
	Journal	(b)	2,016	1,329	3,345	1,621	4,966	9	4,975
	Journal	(r)	13,465	5,358	18,823	2,719	21,542	7	21,549
	Total Daily	(e)	15,481	6,687	22,168	4,340	26,508	16	26,524
	Le Droit	(r)	4,857	969	5,826	2,487	8,313	12	8,325
Peterborough	*Examiner*	(r)	4,416	899	5,315	554	5,869	5	5,874
St. Catharines	*Standard*	(r)	5,595	2,784	8,379	689	9,068	45	9,113
St. Thomas	*Times-Journal*	(r)	3,663	3,522	7,185	764	7,949	2	7,951
Sarnia	*Observer***	(r)	3,813	644	4,457	133	4,590	74	4,664
Sault Ste. Marie	*Star*	(r)	3,316	410	3,726	643	4,369	...	4,369
Stratford	*Beacon-Herald*†	(r)	3,560	2,490	6,050	610	6,660	...	6,660
	(†Beacon and Herald consolidated May 1, 1923, and statement covers five months ending September 30, 1923.)								
Toronto	Mail & Empire	(b)	56,950	15,876	72,826	30,542	103,368	12	103,380
	Sun. World	(m)	44,659	9,072	53,731	17,070	70,801	20	70,821
	Globe	(b)	27,324	16,952	44,276	47,959	92,235	33	92,268
	Star	(r)	87,559	18,420	105,979	23,866	129,845	...	129,845
	Sunday edit.	(m)	96,609	24,683	121,292	28,515	149,807	...	149,807
	Telegram	(r)	101,146	4,018	105,164	3,498	108,662	80	108,742
Windsor	*Border Cities Star*	(r)	14,517	5,585	20,102	1,466	21,568	7	21,575
Woodstock	*Sentinel-Review*	(r)	3,416	1,700	5,116	449	5,565	...	5,565
PRINCE EDWARD ISLAND									
Charlottetown	Guardian**	(b)	1,185	.....	1,185	6,006	7,191	...	7,191
QUEBEC									
Montreal	Gazette	(b)	23,735	1,258	24,993	5,869	30,862	6	30,868
	La Patrie	(t)							
	Canadian edit.		14,019	2,040	16,059	4,709	20,768	...	20,768
	U. S. edit.		.....	.....	.....	2,660	2,660	...	2,660
	Total	(t)	14,019	2,040	16,059	7,369	23,428	...	23,428
	Saturday	(y)							
	Canadian edit.		24,035	2,322	26,357	8,815	35,172	...	35,172
	U. S. edit.		.....	.....	.....	2,645	2,645	...	2,645
	Total Sat.	(y)	24,035	2,322	26,357	11,460	37,817	...	37,817
	La Presse	(t)							
	Canadian edit.		83,243	13,652	96,895	21,733	118,628	...	118,628
	U. S. edit.		.....	.....	.....	23,537	23,537	...	23,537
	Total	(t)	83,243	13,652	96,895	45,270	142,165	...	142,165
	Saturday	(y)							
	Canadian edit.		83,954	14,871	100,825	31,611	132,436	...	132,436
	U. S. edit.		.....	.....	.....	23,687	23,687	...	23,687
	Total	(y)	85,954	14,871	100,825	55,308	156,133	...	156,133
	Le Canada	(b)	6,815	426	7,241	740	7,981	7	7,988
	Le Devoir	(r)	4,215	1,005	5,220	6,198	11,418	9	11,427
	Star	(r)	80,513	2,328	82,841	27,301	110,142	277	110,419
	Herald	(r)	10,204	190	10,394	2,133	12,527	...	12,527
Quebec	L'Evenement**	(b)	8,196	425	8,621	7,368	15,989	...	15,989
	Le Soleil	(r)	17,460	1,873	19,333	23,964	43,297	2	43,299
Sherbrooke	*Record***	(r)	2,056	4,296	6,352	3,155	9,507	...	9,507
	*La Tribune***	(r)	1,417	3,098	4,515	803	5,318	...	5,318
Three Rivers	*Le Nouvelliste*	(r)	2,694	2,469	5,163	886	6,049	3	6,052
SASKATCHEWAN									
Moose Jaw	*Times***	(r)	3,639	1,459	5,098	351	5,449	4	5,453
Prince Albert	*Herald****	(r)	1,547	880	2,427	238	2,665	6	2,671
Regina	Leader***	(b)	4,956	7,161	12,117	8,238	20,355	...	20,355
	*Post****	(r)	5,751	1,150	6,901	616	7,517	...	7,517
Saskatoon	Phoenix***	(b)	1,131	900	2,031	159	2,190	...	2,190
	*Star****	(r)	6,026	12,383	18,409	2,464	20,873	485	21,358
FOREIGN LANGUAGE NEWSPAPERS									
ILLINOIS									
Chicago	*Abendpost*	(r)	34,470	4,665	39,425	4,990	44,415	...	44,415
	Sunday edit.	(m)	27,687	3,238	30,925	4,154	35,079	6	35,085
NEW YORK									
New York	*Day*	(t)	32,494	6,286	38,780	24,089	62,869	23	62,892
	Sat. morn.	(x)	39,678	6,694	46,372	24,760	71,132	95	71,227
	Sunday edit.	(m)	37,736	6,878	44,614	25,784	70,398	...	70,398
	Il Progresso Italo-Americano	(b)	31,744	13,682	45,426	37,991	83,417	...	83,417
	Sunday edit.	(m)	40,931	12,775	53,706	41,613	95,319	...	95,319
	Jewish Daily Forward	(t)	104,475	8,818	113,293	40,215	153,508	...	153,508
	Sat. morn.	(x)	113,480	9,346	122,826	43,900	166,726	...	166,726
	Sunday edit.	(m)	109,293	8,831	118,124	40,757	158,881	...	158,881
	Jewish Morning Journal	(b)	67,029	3,451	70,480	6,603	77,083	...	77,083
	Sunday edit.	(m)	57,918	3,345	61,263	6,473	67,736	...	67,736
	La Prensa	(b)	5,581	223	5,804	3,225	9,029	136	9,165
	Nowy Swiat	(b)	7,686	3,077	10,763	4,170	14,933	4	14,937
	Sunday edit.	(m)	9,829	4,026	13,855	5,175	19,030	58	19,088
	Staats-Zeitung	(b)	33,733	7,349	41,082	8,982	50,064	...	50,064
	Herold	(r)	37,012	4,099	41,111	961	42,072	...	42,072
	Sunday edit.	(m)	66,375	15,513	81,888	23,270	105,158	...	105,158
RHODE ISLAND									
Woonsocket	*La Tribune****	(r)	2,590	395	2,985	556	3,541	...	3,541
NEW HAMPSHIRE									
Manchester	*L'Avenir National*	(r)	2,958	508	3,466	570	4,036	3	4,039

For Directory of Features

Turn To Page 257

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

NEW HAVEN

Connecticut's Largest City

NEW HAVEN is the Largest city in the state of Connecticut in one of the most active Manufacturing districts of the United States.

NEW HAVEN is a world's center for the manufacture of household hardware, clocks, steel wire, copper wire, rifles, ammunition, sporting goods, paper boxes, corsets, hosiery and rubber goods, a great diversity of manufactures.

NEW HAVEN is a prosperous community with a population of over 186,000 and a large percentage of wage earners owning their own homes.

NEW HAVEN has banking resources of over 235 Million Dollars.

NEW HAVEN is the opening wedge to the fertile Connecticut field.

THE NEW HAVEN REGISTER

Covers The Field

THE REGISTER is overwhelmingly first in New Haven and is everywhere recognized as the leading and influential medium of the community.

THE REGISTER carries several million lines of advertising each year more than its nearest competitor.

THE REGISTER with over 37,500 net paid circulation daily, 91% of which is delivered within 10 miles of the New Haven City Hall, has a larger circulation than the combined totals of its two nearest competitors.

THE REGISTER brings results to its advertisers. Its concentrated circulation brings from five to ten times the results of any competitor.

THE REGISTER completely covers the field at minimum cost. It is not necessary to use any other paper in New Haven to secure maximum results.

THE REGISTER has more exclusive accounts than any other paper in the state. It covers the field.

No Connecticut Campaign is Complete without *The New Haven Register*

INCLUDE *THE REGISTER* IN YOUR 1924 SELLING PLANS

THE JULIUS MATHEWS SPECIAL AGENCY
Boston New York Chicago Detroit

A REAL MARKET FOR ADVERTISED GOODS

Paterson, New Jersey, was founded in 1791 by Alexander Hamilton, as an industrial city, and although it possesses natural and architectural beauty on a par with many of the fine residential towns in the East, it has 1200 manufacturing establishments employing about 50,000 people whose wages amount to $39,000,000.00 annually.

The total savings deposits at December 31st amounted to $58,936,758.30, **a gain of nearly $5,000,000.00** over the year previous.

THE PRESS-GUARDIAN is Paterson's leading evening newspaper which reaches most all of the worth-while homes in Paterson at a time when its readers have the opportunity and inclination to read a newspaper carefully.

Because The Press-Guardian is an evening newspaper, it carries no department store advertising on Saturday from local merchants, who use The Sunday Chronicle for that purpose, but The Press-Guardian and Sunday Chronicle carry all department store advertising in Paterson **at card rates** and more New York department store advertising than any other two papers in the city.

The Press-Guardian and Sunday Chronicle carried a total of **8,349,212** lines of advertising in 1923, a **gain** of **1,202,862** lines over 1922.

For the first three weeks of January, this year, The Press-Guardian and Sunday Chronicle have carried 169,222 more lines of advertising than for the corresponding period last year.

Passaic County, of which Paterson is the County Seat, is an evening paper field, having four evenings and one morning, of which The Press-Guardian is the leading evening. For editorial purpose and real influence, The Press-Guardian stands pre-eminent in Paterson and this reader confidence which it possesses should be taken into account when figuring on potential sales.

The Press-Guardian is represented in the national advertising field by Payne, Burns & Smith of New York and Boston and G. Logan Payne Company of Chicago, Detroit, St. Louis and Los Angeles.

THE PRESS GALLERIES OF THE CONGRESS OF UNITED STATES

Name	Paper Represented	Residence
Anderson, Paul Y.	Washington Press Service, New York Mail	3122 Eighteenth st.
Armstrong, R. B.	Los Angeles Times, Portland Telegram.	Gray Rocks, Silver Springs, Md.
Atchison, John C.	Daily News Record (New York), Women's Wear	Southbrook Courts.
Authier, George F.	New York World, Lansing State Journal, Mitchell (S. Dak.) Republican	2429 Ontario Road.
Baker, Joe L.	Chattanooga Times	Northbrook Courts.
Barkley, Frederick R.	Baltimore Evening Sun	1433 Spring Road.
Barnes, Russell	Detroit News	
Barry, Robert	Philadelphia Public Ledger, N. Y. Evening Post	2700 Connecticut ave.
Barthelme, George	Cologne Gazette	The Avondale.
Bartley, E. Ross	Associated Press	5330 Colorado ave.
Battey, George M.	Fort Worth Record	1467 Rhode Island ave.
Beals, Clyde A.	United Press Associations	825 Vermont ave.
Beaty, H. C.	Associated Press	1812 K st.
Bean, Rodney	New York Times	1808 I st.
Bell, Carolyn	Consolidated Fress Association	3803 Alton Place.
Bell, Samuel W.	Philadelphia Public Ledger	3803 Alton Place.
Bell, Ulric	Louisville Courier Journal	309 Klingle Mansions
Benedict, Laurence M.	Toledo Times, Springfield (Ohio) Sun, Akron Beacon-Journal	2310 Cathedral ave.
Benton, Ralph W.	Washington Times	29 Hesketh st., Chevy Chase.
Biederman, William G.	Christian Science Monitor	1820 Kalorama Road.
Billings, John S., Jr.	Brooklyn Daily Eagle	
Black, Robert I.	Washington Press Service, Omaha World Herald, Chicago Journal	1758 N. st.
Boeckel, Richard	Federal Trade Information Service	3333 Thirty-fifth st.
Boyle, John	Wall Street Journal, Exchange Telegraph Co., London, England	928 Fourteenth st.
Bradford, A. L.	United Press Associations	2200 Nineteenth st.
Brandt, Raymond P.	St. Louis Post Dispatch	2900 Connecticut ave.
Brigham, William E.	Boston Evening Transcript	
Briney, W. Russell	Louisville Times, Louisville Courier-Journal	723 Bond Bldg.
Britton, Edward E.	Raleigh News and Observer, Greenville (S. C.) News	901 Twentieth st.
Brown, Ashmun N.	Providence Journal, Providence Bulletin.	2947 Macomb st.
Brown, G. R.	Washington Post	1809 Twenty-fourth st.
Brown, Harry J.	Boise Statesman, Anaconda Standard, Salt Lake Tribune	6412 Ridgewood ave., Chevy Chase, Md.
Brown, Ledyard M.	Associated Press	1654 Twenty-ninth st.
Bruckart, W. L.	Associated Press	1836 Sixteenth st.

(Continued on page 112)

120 point Advertising Figures are cast the long way of the slug on the Ludlow.

M

M

M

M

M

M

Set it on the Ludlow in slug lines in any size from 6 to 60 point.

The Ludlow of Today

THE LUDLOW of today is a complete system of matrix composition for the printer and publisher. It enables him to produce in slug lines all composition which can be set most economically by hand.

Cuts down composing room costs materially

Whether the work in hand calls for feature heads; display in any size from 6 to 60 point; job work; or, in many cases, for body matter of advertisements, you can produce it in slug lines on the Ludlow in clear new type and with all the beauty of hand composition.

Some Ludlow Advantages

1—Type in slug lines from 6 to 60 point without machine or mold changes.
2—Unlimited type supply without storage.
3—No hunting for sorts.
4—No battered or worn letters.
5—Always a new face for every ad or job.
6—Saves time in make-up, lockup and make-ready.

Ludlow Typograph Company
2032 Clybourn Avenue
Chicago

San Francisco: Hearst Bldg. New York: 606 World Bldg.

DES MOINES

Exceptional Because—

—as a distributing and retail center it is in the 200,000 to 250,000 population class.

—it is the only city of over 100,000 population in the richest agricultural state.

—it has the largest percentage of home ownership in America—51.1%.

—it owns more motor cars in proportion to its size than any other city—1 car to every 4.2 persons.

—it is in the almost exact geographic center of the state and 150 to 350 miles distant from other large cities

—exceptional because its leading newspaper,

THE REGISTER AND TRIBUNE

has a larger circulation than the total population of the city—144,035 copies a day (Dec. net paid average) a record equalled by no other newspaper in America.

The Des Moines Register and Tribune gives the advertiser the largest evening, the largest morning and the largest Sunday circulation—city, suburban and state.

—it carries more local, more national and more classified advertising, in its evening edition alone, than its local contemporaries.

—it has one of the finest Sunday rotogravure sections in America

—the only rotogravure in Iowa.

—it co-operates with unusual effectiveness to make its advertising columns productive.

Exclusive
Washington Readers

THE DAILY NEWS has the second largest carrier circulation in Washington.

Investigation shows that a very large percentage of this circulation is *exclusive.* The NEWS should be listed in order to get the full possibilities in this great quality market.

The NEWS is a tabloid *newspaper* — not a "picture paper." It has identical editorial direction with the Pittsburgh Press, The Cleveland Press and other Scripps-Howard newspapers.

Tabloid space "does not waste a single eye." *Every* reader reads your copy. "Preferred position" without extra cost.

National Advertising Representatives
ALLIED NEWSPAPERS, Inc.
New York:
52 Vanderbilt Ave.
Chicago:
5 North Wabash Ave.
Cleveland —Cincinnati
San Francisco

The Washington Daily
N E W S

A Scripps-Howard Newspaper

THE
EVENING TELEGRAM
SUPERIOR, WISCONSIN

Only daily newspaper in Upper Wisconsin—largest circulation in state outside of Milwaukee—today's circulation

OVER 20,000

Tap this rich and busy manufacturing and shipping center by putting The Telegram on every advertising list.

Hamilton-DeLisser, Inc.
National Advertising Representatives
New York **Chicago**

PRESS GALLERIES OF CONGRESS

(Continued from page 110)

Name	Paper Represented	Residence
Bryant, H. E. C.	New York World, Charlotte Observer, Asheville Citizen	3611 Wisconsin ave.
Buel, Walker S.	Cleveland Plain Dealer	1355 Longfellow st.
Butman, Carl H.	Wall Street Journal	1635 R st.
Byars, J. Cloyd	Washington Herald	Alcova Heights, Arlington, Va.
Callahan, Vincent F.	Washington Times	1729 North Capitol st.
Capbell, J. Bart	Washington Press Service, Philadelphia Evening Bulletin	1915 Sixteenth st.
Carson, John J.	Baltimore Fost, Des Moines News, Evansville Press, Indianapolis Times, Terre Haute Post	1652 Park Road.
Chamblin, Walter W., Jr.	Associated Press	3028 N st.
Choate, Robert B.	Boston Herald, Springfield Union	1808 Connecticut ave.
Clapper, Raymond	[illegible]	The Argonne.
Clark, Edward B.	Chicago Evening Post, Western Newspaper Union	Alexandria, Va., R. F. D. 2.
Clark, Kenneth W.	International News Service	1443 Spring Road.
Coakley, John P.	New York Star Eagle, Toledo Blade	Wardman Park Hotel
Cochran, Negley D.	Scripps-Howard Newspaper Alliance	7 Eighteenth st. N. E.
Coffin, Clinton	Associated Press	918 M st.
Cohen, Leon	Daily Metal Reporter, Daily Mill Stock Reporter	2016 Pierce Mill Road.
Collins, Paul V.	Washington Evening Star	5030 Forty-first st.
Collins, Ralph A.	New York Herald	3303 Eighteenth st.
Colver, William B.	Scripps-Howard Newspaper Alliance, Omaha Daily News, St. Paul News	5915 Thirty-third st.
Combs, George W.	Lunenburg News, Wilmington Morning News, Wilmington (Del.) Evening Journal	1815 K st.
Conn, Edward L.	Philadelphia Public Ledger	3415 Oakwood Terrace
Connor, Frank W.	New York World, Oshkosh Northwestern	The Chastleton.
Corey, Herbert	Associated Newspapers	207 Fourteenth Pl. N. E.
Craig, Donald A.	New York Herald, Paris Herald	1855 Wyoming ave.
Crain, Robert, Jr.	Baltimore Evening Sun	Woodside Place, Chevy Chase, Md.
Crawford, Arthur W.	New York Commercial	928 Fourteenth st.
Crawford, W. A.	Central News	The Kenesaw.
Curry, William H.	Seattle Times	2456 Twentieth st.
Daily, Francis P.	Washington Herald	1514 Seventeenth st.
Daley, William L.	Los Angeles Times	1517 O st.
Dodge, Homer Joseph	Federal Trade Information Service, London Daily News	1466 Spring Place.
Dougherty, Emmet	Davenport Democrat, Cedar Rapids Gazette, Dubuque Times-Journal, Waterloo Courier, Muscatine Journal, New York Tribune	4124 Fifth st.
Durno, George	International News Service	1812 K st.
Early, Stephen T.	Associated Press	404 Manor Place.
Edgerton, Joseph S.	Washington Times	1809 Varnum st.
Edwards, Fraser	United Press Associations	2711 South Dakota ave. N. E.
Easton, Edward C.	Philadelphia Inquirer	The Mintwood.
Eland, Henry E.	Wall Street Journal	308 Folkstone Courts.
Engle, Parke F.	Cincinnati Enquirer	3121 Newark st.
Erwin, John D.	Nashville Tennessean, Philadelphia Record, New York Evening World, Chattanooga News	Woodmont, Md.
Essary, J. Fred	Baltimore Sun	3021 Q st.
Evans, Silliman	Fort Worth Star-Telegram	Cathedral Mansions.
Everit, Tom	Cosmopolitan News Service	
Ferrero, Felice	Corriere D'America	
Field, Carter	New York Tribune	
Finney, Ruth	Albuquerque Tribune, Denver Express, El Paso Post, Sacramento Star, San Diego Sun, San Francisco Daily News	
Flynn, Alfred F.	Exchange Telegraph Co., London, England	100 Fifteenth st. S. E.
Flythe, William P.	Boston Advertiser	3025 Porter st.
Foote, Mark	Grand Rapids Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Bay City Times, Muskegon Chronicle	3404 Rodman st.
Forsyth, Thomas S.	Portland (Maine) Evening Express	17 Second st., N. E.
Fox, Albert W.	Washington Post	1515 Webster st.
Frantz, Harry	United Press Associations	2834 Twenty-eighth st.
Gableman, Edwin W.	Cincinnati Enquirer	The Ontario.
Gardner, Gilson	Scripps-Howard Newspaper Alliance	2011 I st.
Gates, Robert M.	Memphis Commercial Appeal	1346 Park road.
Gauss, Harry B.	Chicago Daily News	1825 Vernon st.
Gavin, William G.	Boston Traveler, Springfield Republican, Salem Evening News, Haverhill Evening Gazette, Springfield Daily News	2900 Connecticut ave.
Geddes, Bond P.	Associated Press	4503 Fifteenth st.
Gilbert, Clinton W.	Philadelphia Evening Public Ledger	1610 I st.
Gill, Corrington C.	Washington Press Service, St. Louis Times	2008 Columbia Road.
Ginter, Robert M.	Pittsburgh Gazette Times	1769 Columbia Road.
Glaser, F. L.	Berlina Tageblatt	Glen Echo, Md.
Goodwin, Mark L.	Dallas Evening Journal, Dallas News, Galveston News	The Roydon.
Gregg, Isaac	New York Sun and Globe	219 South Alfred st. Alexandria, Va.
Gridley, Charles O.	Washington Press Service, Akron Evening Times, East St. Louis Journal, Peoria Star	1720 Q st.
Griffin, Bulkley S.	Hartford Times, Pawtucket Times, Worcester Post, Concord Monitor-Patriot, Lewiston Sun, Burlington News, Brockton Enterprise	1704 Lamont st.
Groves, Charles S.	Boston Globe	2104 O st.
Gusack, Harry	Washington Times	1211 Fairmont st.
Hachten, Arthur W.	Christian Science Monitor	1320 Twenty-first st.
Hall, Henry	Pittsburgh Chronicle Telegraph	1860 California st.
Hamilton, Charles A.	Buffalo Times, Troy Times	1607 Twenty-eighth st.
Hard, William	Washington Press Service	

(*Continued on page* 114)

For Directory of Features
See Page 257

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

FIRST

The Sun led all New York evening newspapers in important classifications for 1923.

FIRST in New York Department Store Advertising

FIRST in National Advertising

FIRST in Financial Advertising

FIRST in Radio Advertising

FIRST in Automobile Display Advertising

FIRST in Steamship and Travel Advertising

FIRST in Tobacco Advertising

FIRST in many other classifications and subclassifications.

There could be no better evidence of the productiveness of advertising in The Sun.

The Sun Gained over a Million Agate lines of advertising in 1923

The Sun and The Globe

280 Broadway **New York City**

Net Paid Circulation Over 250,000

Is Literature a Commodity—?

We think so.

Hence our existence: to serve you with good writing, exclusive, and adapted to your particular needs.

All writing that sells are our offerings.

This includes:

NEWS TIPS AND ASSIGNMENTS
A wire and mail service.

INTERVIEWS
With the famous and infamous.

FINANCIAL NEWS
Unbiased and creditable.

FEATURE STORIES
Accompanied by drawings, photographs or diagrams, as you may choose.

FICTION
All lengths and varieties.

VERSE
Light and medium weights.

HUMOR
We hope.

TRANSLATIONS
Any tongue or quality.

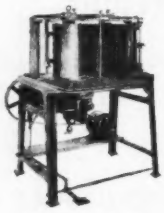
FOLDERS, BOOK-REVIEWS, DRAMATIC CRITICISMS, ART NOTES, etc., on order.

We are at your service wherever there is writing to do. Our representatives are abroad and in Europe and South America. All orders received through our main office.

Literary Commodities
16 West 46th Street
NEW YORK CITY
Telephone: Bryant 2283

Improve Your Printing of Comics, Tabloids and Magazine Sections

Elgin Matrix Machine



Elgin Bender

ELGIN PATENT STEREOTYPE MATRIX MACHINE moulds matrices without the slightest injury to type. The operation of the machine is fundamentally correct. The beating medium is ½-inch wide and the form is progressively moulded, yielding a super mat. Solids or blacks are reproduced smooth and dense, without mottling or showing a grain pattern. Halftones will matrix with the most extraordinary degree of value.

This machine is automatic in operation and will take double page spreads as well as single pages.

ELGIN PATENT NICKEL-STEEL PROCESS. For Sunday, weekly black runs and color plate runs this process will prove itself economical and gratifying.

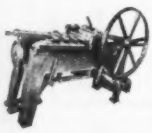
With the Elgin Process a coating of about .0015" Nickel-steel is deposited on the plates in twenty minutes. This coating will preserve the face of the plate until the entire run has been made. 500,000 to 1,000,000 impressions are possible without change of plates. A two million run has been reported.

Insures more clean and sharper printing. Ink distribution is more favorable. Color inks can be piled on. The plates are immune from attacks of corrosion by red inks.

The coating adheres to the plate with great tenacity. It will not peel.

ELGIN PATENT BENDING MACHINE. That which was impossible for decades is an accomplished fact today—bending stereotype plates to precise curvature and accuracy. By the use of this machine plates that have been cast flat, shaved, beveled and nickel-steel faced are most amazingly curved in one minute. These plates (¼" thick) are solid (no ribs), are suitable for jacketed or magazine cylinders, and can be printed on soft or hard packing. Such plates will cling to the press cylinders and will be capable of the finest printing.

ELGIN PATENT FLAT SHAVING MACHINE. Extra heavy and sturdy. Shaves with highest degree of accuracy with Safety Plate Holder. No buckling or cracking of plates. Has inclined raising and lowering bed. Will take thin or thick cut with ease. High speed and foolproof. The highest type shaver ever offered.



Elgin Shaver

ELGIN BENDING MACHINE CO.
565 Douglas Ave.,
Elgin, Ill.

Sole Selling Agent
BERTEL O. HENNING SALES AGENCY
608 S. Dearborn St.
Chicago, Ill.

Elgin Nickel-Steel Process

PRESS GALLERIES OF CONGRESS

(Continued from page 112)

Name	Paper Represented	Residence
Harris, Mary	Women's Wear	5304 Forty-first st.
Harris, Winder R.	New York American	1940 Biltmore st.
Hart, Charles C.	Portland Oregonian, Minneapolis Tribune, Spokane Spokesman-Review, Boise Capital News	2700 Connecticut ave.
Hart, Lee Fee	Atlanta Georgian	2122 Connecticut ave.
Haupert, Paul F.	Associated Press	1519 Connecticut ave.
Hayden, Charles S.	San Antonio Light, Nashville Banner, St. Louis Star, St. Joseph News-Press, Houston Post	Bancroft Hotel.
Hayden, Jay G.	Detroit News	2324 Twentieth st.
Hayward, A. O.	International News Service	
Heiss, A. E.	Traffic World, Chicago	3035 Newark st.
Henning, Arthur S.	Chicago Tribune	2737 Cathedral ave.
Hildebrand, W. A.	Greensboro Daily News	1277 New Hampshire ave.
Hill, George Griswold	London Times	826 Connecticut ave.
Hinman, George W., Jr.	Chicago Herald and Examiner	Ambassador Apartments.
Holmes, George R.	International News Service	1757 K st.
Hornaday, James P.	Indianapolis News	1419 Newton st.
Hulen, B. D.	Associated Press	1308 Rhode Island ave.
Hunt, Charles P.	Douglass International, Johnstown (Pa.) Tribune, Altoona Mirror	2603 Brentwood Road, Woodridge.
Hunt, Harry B.	Newspaper Enterprise Association	The Hollies, Balston, Va.
Huntley, Theodore A.	Pittsburgh Post, Pittsburgh Sun	6928 Ninth st.
Hutchinson, William K.	International News Service	1345 Vermont ave.
Jamieson, A. M.	Central News	1495 Newton st.
Jermane, W. W.	Seattle Times	Berwyn, Md.
Johns, E. B.	Sacramento Bee	1421 Columbia Road.
Jones, Coleman B.	Associated Press	1717 T st.
Jones, Winfield	San Antonio Express	6704 Connecticut ave.
Joslin, Theodore G.	Boston Evening Transcript	202 Raymond st., Chevy Chase, Md.
Judd, Joseph J.	Albany Times Union	Lee House.
Judd, Maurice B.	New York Sun and Globe	6 Blackthorn st., Chevy Chase, Md.
Karger, Gus J.	Cincinnati Times-Star	2700 Connecticut ave.
Kelley, Charles M.	Philadelphia Evening Bulletin	Marlboro, Md.
Kennedy, John A.	Washington Herald	Cathedral Mansions.
Kennedy, William F.	Washington Star	2405 First st.
Kent, Russell	Memphis News Scimitar, Montgomery Advertiser, Knoxville Journal and Tribune, Daily News Record (New York)	The Sherman.
Keyser, Charles P.	St. Louis Globe-Democrat	1620 Decatur st.
King, Tom W.	Manitoba Free Press	1515 L st.
Kirchhofer, Alfred H.	Buffalo Evening News	3417 Porter st.
Klein, Alfred	Day, New York	1412 Taylor st.
Knerr, Ernst A.	Central News	The Portner.
Lambert, John T.	Cosmopolitan News Service	2331 Cathedral ave.
Lamm, L. M.	Daily News Record, New York, Federal Trade Information Service	2408 California st.
Lawrence, David	Consolidated Press Association	34 West Kirk st., Chevy Chase, Md.
Lewis, Frank W.	Winston-Salem Journal	1454 V st.
Lewis, Stuart	Washington Daily News	1720 Q st.
Lewis, Wilmott Harsant	London Times	1819 Nineteenth st.
Lincoln, G. Gould	Washington Star	1808 R st.
Linz, Clarence L.	Newport Daily News, Providence News, New York Journal of Commerce	635 Tenth st. N. E.
Losh, William J.	United Press Associations	1437 Spring Road.
Loucks, Philip G.	United Press Associations	1402 Massachusetts ave.
Low, Sir A. Maurice	London Morning Post	The Connecticut.
Ludlow, Louis	Columbus Dispatch, Ohio State Journal, Denver Post, Louisville Evening Post, Savannah Press	1908 I st.
Lynett, William R.	Scranton Times	Raleigh Hotel.
Lynn, Marshall	Hudson Observer, Hoboken	1734 P st.
Lynn, Robert M.	Richmond News Leader	1734 P st.
McClatchy, Leo A.	Sacramento Bee, Fresno Bee, Honolulu Star Bulletin, Oakland Tribune	3807 Alton Place.
McEvoy, William J.	United Press Associations	1627 Sixteenth st.
McGahan, Paul J.	Philadelphia Inquirer	1747 Corcoran st.
McGrath, Justin	N. C. W. C. News Service	1320 Emerson st.
McGuire, Mason	New York Tribune	1441 Spring Road.
McSween, Angus	Philadelphia North American	1445 Spring Road.
MacDonald, E. B.	United News	429 G st.
Mackaye, Milton	Washington Daily News	718 Nineteenth st.
Mallon, Paul R.	United Press Associations	
Mallon, Winifred	The News, New York	The Woodward.
Manning, George H.	Roanoke Times, Bridgeport Post, Rochester Times-Union, Trenton Evening Times	4909 Thirteenth st.
Markham, Edgar	St. Paul Dispatch, St. Paul Pioneer Press	1603 Connecticut ave.
Marks, Avery C., Jr.	Washington Times	109 Leland st., Chevy Chase, Md.
Martin, Emerison	Washington Daily News	1619 R st.
Martin, Lawrence C.	United Press Association	2915 Seventeenth st., N. E.
Martin, Lorenzo W.	Louisville Times, Charleston Gazette	The Argyle.
Mattson, J. Arthur	Great Falls Tribune, Sioux Falls Argus-Leader	1900 H st.
Meiman, Benjamin	Jewish Daily Forward	1308 Randolph st.
Mellett, Lowell	Scripps-Howard Newspaper Alliance	3308 N st.
Messenger, N. O.	Washington Evening Star	Hammond Court.
Michael, Charles R.	New York Times, Philadelphia North American	The Kenesaw.
Michelson, Charles	New York World	3215 R st.
Millen, William A.	Associated Press	
Montgomery, A. J.	New York Herald	1917 I st.
Morgan, Cole E.	Seattle Post-Intelligencer	2017 Columbia Road.
Morris, Charles E.	Dayton Daily News, Springfield Daily News, Canton Daily News, Miami News-Metropolis	4414 Fifteenth st.
Mueller, Paul H.	Chicago Abendpost	3450 Fourteenth st.
Mulligan, Ralph Coolidge	Boston Post	Lee House.
Murphy, Elmer	Kokusai News Agency	2308 Nineteenth st.
Murphy, Marvin E.	Baltimore Sun	3167 Mount Pleasant st.
Murphy, W. C.	N. C. W. C. News Service	1038 Quebec Place.
Murray, K. Foster	Norfolk Virginian-Pilot, Charleston News and Courier, Savannah Morning News.	1918 Biltmore st.
Nesbitt, H. B.	Kansas City Star, Kansas City Times	
Nevin, John Edwin	Consolidated Press Association	43 Marion ave., Clarendon, Va.
Nicolson, C. B.	Detroit Free Press	Barcroft, Va.
Norton, Robert L.	Boston Post	2808 Thirty-fourth st.
Nourse, James R.	San Francisco Examiner, Los Angeles Examiner	Silver Spring, Md.
Oliver, D. H.	Associated Press	937 Shepherd st.
Oulahan, R. V.	New York Times	1518 Thirty-first st.
Owens, John W.	Baltimore Sun	
Page, John	Heraldo de Cuba (Habana), La Prensa, San Antonio	26 Ravenswood ave., Hyattsville, Md.
Payne, A. W.	Detroit Free Press	4729 Thirteenth st.
Peake, William Eugene	Cincinnati Times-Star	541 Randolph st.
Perry, Ralph	Nashville Banner	George Washington Inn.
Pletcher, Fred B.	Daily Metal Trade	1757 Euclid st.
Plummer, Nixon S.	New York Herald	2904 Ordway st.
Porterfield, W. H.	Scripps-Howard Newspaper Alliance	Arlington Hotel.
Powell, P. C.	Omaha Bee	The Portland.
Price, Byron	Associated Press	Chateau Thierry.
Price, Harry N.	Washington Post	1417 Park Road.

(Continued on page 118)

The Creators of Big Business, the Ones Who Know and Appreciate the Value of Advertising, Have Once More Placed Their Indorsement Upon The

CINCINNATI TIMES-STAR

as an ADVERTISING MEDIUM by Making the Year 1923 the Greatest in the History of the Publication.

DISPLAY ADVERTISING

Published in the Cincinnati Newspapers During the Year 1923

		LOCAL (Lines)	NATIONAL (Lines)	TOTAL (Lines)
Times-Star		9,410,002	2,300,137	11,710,139
Enquirer	Week Days	3,652,586	797,636	
	Sundays	4,232,396	834,813	
		7,884,982	1,632,449	9,517,431
Post		5,558,133	1,670,648	7,228,781
Commercial Tribune	Week Days	2,231,824	175,756	
	Sundays	1,197,056	45,452	
		3,428,880	222,208	3,651,088

Times-Star's Lead Over Other Papers

Enquirer	2,192,708 lines
Post	4,481,358 lines
Commercial Tribune	8,059,051 lines

Compared With 1922

Times-Star Gained	1,250,732 lines
Enquirer Gained	979,055 lines
Post Gained	718,837 lines
Commercial Trib. Gained	162,708 lines

	Publishing Days
Times-Star and Post (Evening)	313
Enquirer nad Commercial Tribune (Morning and Sunday)	365

The Cincinnati Times-Star does not resort to the frequent publication of Special Editions to pad its earnings or swell its advertising figures. Only one special edition has been published during the entire year, and that was the ANNUAL AUTOMOBILE NUMBER.

By refusing to publish advertising which has the ear-marks of insincerity, the Times-Star has won the reader's confidence, awakened his interest in legitimate products and has made him a prospective buyer. Advertisers who have cultivated the great Ohio Valley market through the Times-Star fully understand the significance of the above statement.

The continually increasing volume of advertising published by the Times-Star is conclusive evidence of the value placed upon this publication by merchants, advertising agents and buyers of space who know the great Ohio Valley market and its capabilities.

THE CINCINNATI TIMES-STAR

READ IN ALL PROSPEROUS AND PROGRESSIVE HOMES

Eastern Representative
E. A. BERDAN,
927 BRUNSWICK BLDG., NEW YORK

Western Representative
THE L. H. CRALL CO.,
904 TRIBUNE BLDG., CHICAGO

MEMBER AUDIT BUREAU OF CIRCULATIONS

BARCELONA, where La Vanguardia receives United Press.

DUBLIN, Ireland, reads United Press news in the Freeman's Journal.

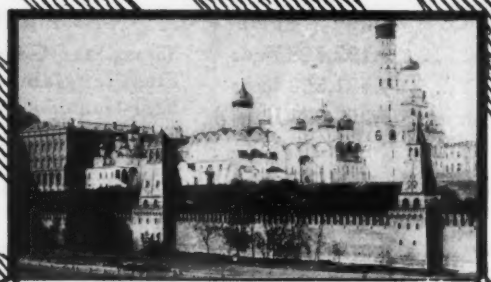
ROME, from a housetop, Camillo Cianfarra has charge of U. P. service here.

Office of La Prensa, South America's leading newspaper, at BUENOS AIRES.

Japan Advertiser building, TOKYO (under reconstruction).

CONSTANTINOPLE, where Edward J. Bing represents United Press.

Fleet street, LONDON. United Press European headquarters are just around the corner at the right.



MOSCOW, showing the Kremlin. United Press news is now disseminated in Russia through the Rosta Agency.

Home of Osaka Mainichi, one of the world's greatest newspapers, which, with its sister paper, the Tokyo Nichi Nichi, has a combined daily circulation of 1,500,000.

Around the World

UNITED

Jornal do Brasil, RIO DE JANEIRO, depends on United Press.

GENEVA, where Henry Wood manages the U. P. League of Nations bureau.

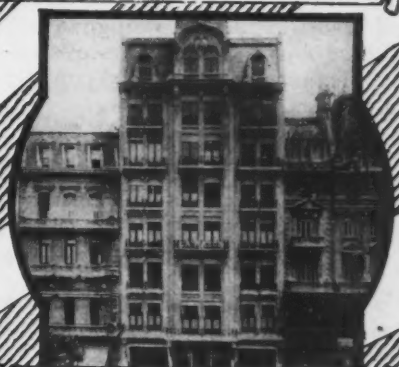
United Press offices in PARIS, Webb Miller in charge.

MELBOURNE receives United Press news through the Australian Press Ass'n.

Office of Nippon Dempo Tsushin Sha, Japan's great news agency, served by United Press (under reconstruction).

Office of one of the fifteen PEKING newspapers served by United Press.

Carl D. Groat and John Graudenz, U. P. men, at the corner of Unter den Linden and Wilhelmstrasse, BERLIN.



Office of La Razon, BUENOS AIRES' great evening paper, served by United Press.

Around the Clock

PRESS

The Philippines Herald, pioneer English language daily at MANILA, now receiving United Press news service.

The Binghamton Press

An advertisement the size of this in the BINGHAMTON PRESS costs less than 1/10 of a cent per family.

Binghamton, New York, now has in round figures a population of 80,000. That means about 17,000 homes. 18,000 copies of the PRESS are distributed in that district daily.

That's Some Coverage

Outside the city, but within a radius of thirty miles, all roads leading into Binghamton as a center—most of them bus and street car covered—there are 70,000 people more. Over 10,000 copies are daily delivered in those communities.

Into this entire population district of 150,000 people, over 28,000 copies of the BINGHAMTON PRESS go daily. More than 93% of it is home delivered.

That's More Coverage

To sections a little further away, but all to Binghamton interested and influenced people, go 3,000 copies more, a grand total of well over 30,000 copies daily, serving approximately 150,000 people in 30,000 homes.

That's Complete Coverage

When practically every home in a newspaper's territory takes that paper regularly, 93% of it home delivered, it means a friendly liking for and an appreciation of the paper, which is reflected in public confidence and response to its contents, advertising as well as otherwise.

BINGHAMTON IS GREAT DEMONSTRATION TERRITORY

The John Budd Company

National Advertising Representatives

9 East 37th street NEW YORK — Tribune Bldg. CHICAGO — Chemical Bldg. ST. LOUIS — Healey Bldg. ATLANTA

Chancery Bldg. SAN FRANCISCO — Title Insurance Bldg. LOS ANGELES — Securities Bldg. SEATTLE

PRESS GALLERIES OF CONGRESS

(Continued from page 114)

Name	Paper Represented	Residence
Probert, L. C.	Associated Press	Homeland Farms, Olney, Md.
Ralph, Henry	United Press Associations	1212 K st.
Randau, C. A.	Scripps-Howard Newspaper Alliance	2229 Bancroft Place.
Ranson, T. D.	Richmond Times Dispatch, Norfolk Ledger Dispatch	428 Homer Building.
Remy, Robert	Havas News Agency	1101 Fifteenth st.
Reynolds, H. K.	International News Service	
Richards, Mrs. George F.	Worcester Gazette, Manchester Union, Lowell Sun, Norwich Bulletin, Keene Sentinel, New Haven Journal-Courier.	George Washington Inn.
Rickey, Harry N.	Scripps-Howard Newspaper Alliance	The Wardman Park.
Rigby, Cora	Christian Science Monitor	2019 Hillyer Place.
Ring, James	Washington Times	1814 Kearney st.
Roberts, Hugh W.	Birmingham Age-Herald, Mobile Register, Macon Telegraph, Columbia State	1475 Columbia Road.
Roberts, Roy A.	Kansas City Star, Kansas City Times	3022 Macomb st.
Roddan, Edward L.	Washington Press Service, Youngstown Vindicator	1483 Meridian Place.
Roosa, F. S.	Universal Service	The Marne.
Ross, Charles G.	St. Louis Post-Dispatch	5 Primrose st., Chevy Chase, Md.
Ruth, Carl D.	Cleveland News	1862 Mintwood Place.
Sack, Leo R.	Cleveland Press, Cincinnati Post, Toledo News-Bee, Columbus Citizen, Akron Press, Youngstown Telegram, Pittsburg Press	3309 Woodley Road.
Saffell, William Thomas	Central News, New York Journal of Commerce	1741 S st.
St. Clair, David F.	Winston-Salem Sentinel, Charlotte News.	514 E st.
Sargent, Henry E.	New York Journal of Commerce	Willard Court.
Seibold, Louis	New York Herald	Shoreham Hotel.
Shepard, Nelson M.	Central News	Riverdale, Md.
Simms, William Philip	Scripps-Howard Newspaper Alliance	Cathedral Mansions.
Simonds, Frank H.	McClure Newspaper Syndicate	3108 P st.
Simpson, Kirk L.	Associated Press	1619 Irving st.
Sinnott, Arthur J.	Newark Evening News	3007 Thirty-fourth st.
Small, Robert T.	Consolidated Press Association	The Argonne.
Small, Sam W.	Atlanta Constitution	Route 1, Rosslyn, Va.
Smith, Carl	Oregon Journal, Portland	2633 Adams Mill Road.
Smith, Charles Brooks	Wheeling Intelligencer, Wheeling News.	Hotel Roosevelt.
Smith, E. B.	New York Morning Telegraph	1430 Rhode Island ave.
Smith, Hal Harrison	New York Times	2400 Sixteenth st.
Smith, R. B.	Chicago Tribune	R. D. 1, Alexandria, Va.
Smith, Stanley H.	Traffic World, Chicago	209 Spruce ave., Takoma Park, Md.
Snure, John	New York Tribune, Des Moines Register, Davenport Times	Silver Spring, Md.
Speers, Leland C.	New York Times	The Benedick.
Stansbury, H. H.	New York American, Universal Service.	3912 Jenifer st.
Sterner, Charles J.	Wall Street Journal	1203 D st., N. E.
Stevens, H. C.	Minneapolis Journal	1224 Eighth st.

(Continued on page 120)

Coolidge's Birthright

Sign Posts of Buying Power No. 13

"Vermont is Calvin Coolidge's birthright; but 'Vermont' stands for more than a state of the Union. It stands for vigor, for thrift, for courage physical and moral, for a mighty pioneer past maintained in a sturdy present.

"As Coolidge says: 'My folks are happy and contented. They live within their income, and fear no man'."

—Whiting, in the November Atlantic.

Character is the basis of any satisfactory market.

Vermont Allied Dailies

Barre Times — Brattleboro Reformer — Bennington Banner
Burlington Free Press — Rutland Herald
St. Johnsbury Caledonian-Record

DES MOINES

—is a city of 150,000 people; federal census of 1920 gave it 126,000.
—owns the greatest number of own homes of any city in the country,—over 51%.
—is a great insurance center with fifty-four home insurance companies.
—is one of the great publishing centers of America, standing fifth of all cities in postal receipts from second class matter.
—is the metropolis of a state producing over 10% of the food of the United States.
—is the home of 400 factories and 135 jobbing houses, distributing over $350,000,000 of products per annum.
—is the center of the largest production of corn, hogs, wheat, hay, oats, sheep, cattle and poultry.
—entertains more conventions than any other city twice her size; in 1923 her convention visitors exceeding, on a one-day basis, 400,000 in number.
—created the first public golf course in the United States.
—is the center of the richest 55,000 square miles of soil in the civilized world.
—has 19 lines of railroad, giving magnificent service to every part of the Mississippi Valley.
—is the home of the two largest life insurance companies in the United States,—the Bankers Life and the Equitable of Iowa.
—has an Electric, Power and Light Company which has appropriated $16,000,000 for the construction of a new plant.
—is the center of the pure bred stock industry of the world.
—has hotel accommodations sufficient for entertaining 6,000 guests daily.
—is the home of six golf and country clubs, one of them costing $1,000,000.
—is built over great coal fields and at the junction of two fine rivers, insuring cheap power and heat.
—is the best distributing point for twenty million of the wealthiest consumers of America.
—is in the pathway of transcontinental auto trails from all directions.
—is the center of the most valuable and highly improved farm land; the farms of Iowa being worth more than the combined farms of twenty-three other states.
—is one of the twelve fastest growing cities of America; increasing in population for the last decade 46½%.
—is a great educational center with twelve special schools and colleges, and a very fine public school system.
—is one of the healthiest and most attractive cities of America.
—has favorable freight rates and excellent fast freight train service.
—is within 200 miles of the geographic and 400 miles of the population center of the United States.
—has the only municipally owned astronomical observatory.
—has commission plan of government.

The Des Moines Capital is Des Moines' favorite newspaper. It has been owned and published for thirty-three years by Lafayette Young, Sr.; it is Des Moines' big, influencial evening newspaper,—the chief reliance of Des Moines merchants; the paper that the community instinctively and habitually relies upon in all public matters. The net paid circulation exceeds 63,000 daily.

The Capital

DES MOINES' NEWSPAPER

Special Representatives: O'Mara & Ormsbee, Inc.
New York — Chicago — San Francisco

No Duplication **No Forced Circulation**

"The Largest Business of its kind in America."

Hotaling's News Agency

DISTRIBUTORS

Out-of-Town Newspapers Exclusively

If we don't handle your paper in New York we both lose money.

308 WEST 40th STREET
NEW YORK CITY

PRESS GALLERIES OF CONGRESS

(Continued from page 118)

Name	Paper Represented	Residence
Stephenson, Francis W.	Associated Press	2900 Connecticut ave.
Stevenson, Thomas	New York Herald	2013 G st.
Stofer, Alfred J.	Birmingham News	1740 Park Road.
Stokes, Thomas L.	United News	1618 H st.
Sucher, Ralph G.	Washington Press Service, Wisconsin News	2301 Cathedral ave.
Sullivan, Mark	New York Tribune Syndicate	2308 Wyoming ave.
Summers, George W.	Wheeling Register, Buffalo Courier, Lexington Herald, Muskogee Phoenix, Daily Oklahoman, Fort Worth Times Record	2112 F st.
Suter, John T.	Associated Press	1642 Monroe st.
Suydam, Henry	Brooklyn Daily Eagle	2100 G st.
Sweinhart, Henry L.	Havas News Agency, La Prensa (New York)	2007 O st.
Talley, Robert	Memphis Press, Houston Press, Oklahoma News, Birmingham Post, Fort Worth Press, Knoxville News, Norfolk Post	
Taylor, Aubrey E.	Washington Post	1417 Park Road.
Taylor, Frank J.	Scripps-Howard Newspaper Alliance	White Haven, New Co Road N. W.
Taylor, Sears	International News Service	1212 M st.
Thistlethwaite, Mark	Indianapolis News	3904 Kansas ave.
Thornburgh, Robert S.	International News Service	
Thurston, Elliott L.	New York World	3407 Twenty-ninth st.
Tighe, Matthew F.	Universal Service	1309 Irving Place.
Tiller, Theodore	Atlanta Journal, Buffalo Express, New York Evening Telegram	3409 Mount Pleasant st.
Timmons, Bascom N.	Milwaukee Sentinel, Houston Chronicle, Tulsa World, Dallas Times-Herald, Syracuse Journal	Hotel Harrington.
Todd, Laurence	Federated Press	234 Maryland Bldg.
Torbett, George Pierce	Superior Telegram, La Democracia (San Juan, P. R.)	
Tucker, Arthur R.	Rochester Democrat and Chronicle	227 B st., N. E.
Tucker, Glenn I.	New York World	3407 Twenty-ninth st.
Tucker, Ray	N. Y. Evening Post	26 Jackson Place.
Van Every, Dale	United Press Associations	3314 Mount Pleasant st.
Vernon, Leroy T.	Chicago Daily News	2922 Newark st.
Walker, Herbert W.	United Press Associations	2310 Cathedral ave.
Ward, Harry	International News Service	3929 Georgia ave.
Watkins, Everett C.	Indianapolis Star, Denver Rocky Mountain News, Louisville Herald	Cathedral Mansions.
Weir, Paul	Reuter's (Ltd.) London	2848 Twenty-eighth st.
West, James L.	Associated Press	1300 Harvard st.
Whitehead, Frank Insco	Washington Post	1757 F st.
Whiting, Edward E.	Boston Herald	The Lafayette.
Wilcox, Grafton S.	Chicago Tribune	The Chastleton.
Wile, Frederic William	Japan Advertiser (Tokyo, Japan) London Daily Graphic, Los Angeles Evening Express	3313 Sixteenth st.
Williams, Gladstone	Miami Herald	1431 L st.
Williams, James L.	Associated Press	Falkstone Courts.
Wisner, G. Franklin	New York Herald	9 Denwood ave., Takoma Park, Md.
Wood, Lewis	New York Times	The Wardman Park.
Wooton, Faul	New Orleans Times-Picayune	The Sherman.
Wright, James L.	Cleveland Plain Dealer, Tacoma News-Tribune, Milwaukee Journal	3433 Holmead Place.
Young, J. Russell	Washington Star	1204 K st.

(Continued on page 122)

TRADE MARK FLEXIDEAL DRY MATS REG. U.S. PAT. OFF.

"—for 1924 and evermore!"

TRADE MARK MAXITYPE DRY MATS REG. U.S. PAT. OFF.

QUALITY!

We fully appreciate that no amount of advertising can talk quality into our dry mats if QUALITY is not INHERENTLY there.

Flexideal and Maxitype Dry Mats embody fifty years of experience in paper board making, and are offered to you on the basis of their dependable performance day in and day out the year round.

The manufacturer of our dry mats numbers among his European customers over 800 newspapers and publishing houses including among them the leaders in their respective fields, some having circulations of over 1,000,000 copies daily. In this country Flexideal and Maxitype Dry Mats are used exclusively in many plants from coast to coast.

It costs you nothing to test our QUALITY in your own plant as samples are yours free for the asking.

Investigate NOW!

SERVICE!

"We* also desire to thank you for the extremely prompt and courteous manner in which you took care of us during the past few days. You saved us from a serious shortage at a bad time and we appreciate your careful attention." *(Name on request.)

The above quotation from an unsolicited letter typifies the kind of Service we render to our customers.

"Ifs," "ands" and "buts" are taboo!

Stocks at Bush Terminal, Brooklyn, N. Y., and also Chicago, Ill., insure prompt shipments and regular supply. Our business policy assures you a Service you will appreciate.

While only time can test our Service, you can try some samples now and convince yourself as to our QUALITY.

Just try us NOW!

THE FLEXIDEAL COMPANY, Inc.

Sole U. S. and Canadian Distributors

15 William Street New York, N. Y.

Make Your Features Blend with the News

Newspapers are exploring and opening up every day new, fascinating, vivid and colorful topics which their readers glimpse but do not always absorb. Spot news is brief, fragmentary, snappy sometimes, but it is seldom followed by complete analysis.

Your newspaper can follow these news leads, can amplify and interpret them, can follow the flash with a steady light on new events and new topics. Thus you can bring understanding to the thousands whose appetites are not satisfied by condensed stories.

CURRENT NEWS FEATURES, Incorporated, has sensed and is developing a new field in newspaper service. We are capitalizing for newspapers the tremendous reader interest which every newspaper creates but which few satisfy.

Watch for our announcements and telegraph.

Current News Features

INCORPORATED

William E. Yelverton,
Managing Director

Evening Star Building
Washington, D. C.

IOWA'S SUPREMACY

IOWA ranks sixteenth in population and twenty-fourth in area exceeding New Jersey, Connecticut, Rhode Island, Vermont, New Hampshire, Delaware and Maryland combined.

Iowa leads in food production, growing the largest corn and oats crops; she also leads in live stock, with her horses, swine and poultry first and her cattle second.

The fertile soil of Iowa gives her first rank in the total value of farm lands. Iowa's income from farm products is nearly one billion dollars a year.

With over 520,000 automobiles, Iowa has the largest percentage per capita of all states.

Iowa leads all states in literacy. Only 1.1 per cent are illiterate. The State has a large percentage of native-born whites—89.8.

Manufacturing consumes mostly agricultural products in preparation of foodstuff for the market. More than $400,000,000 is invested in manufacturing and the 5,600 factories are turning out about $747,000,000 worth of manufactured products per year.

The diffusion of prosperity is indicated by the $391,505,000 deposits in savings banks by 905,970 persons, averaging $432.14 per account or almost one account for each two and a half persons.

This great Iowa market should be the first choice of every National Advertiser.

		Circulation	Rate for 5,000 lines
**Burlington Gazette	(E)	10,706	.04
**Cedar Rapids Gazette	(E)	20,668	.06
**Council Bluffs Nonpareil	(E&S)	15,797	.05
**Davenport Democrat & Leader	(E)	14,801	.06
**Davenport Democrat & Leader	(S)	17,660	.06
††Davenport Times	(E)	24,447	.07
*Des Moines Capital	(E)	62,780	.14
*Des Moines Sunday Capital	(S)	28,769	.14
**Iowa City Press-Citizen	(E)	6,176	.035
**Keokuk Gate City	(E)	5,656	.03
††Mason City Globe Gazette	(E)	12,330	.04
**Muscatine Journal	(E)	7,961	.035
**Ottumwa Courier	(E)	13,045	.05
**Waterloo Evening Courier	(E)	16,636	.05

*A. B. C. Statement, April 1, 1923.
**A. B. C. Statement, Oct. 1, 1923.
††Government Statement, Oct. 1, 1923.

PRESS GALLERIES OF CONGRESS

(Continued from page 120)

House Press Gallery:
William J. Donaldson, Jr., superintendent, 3730 Brandywine street.
Melvin P. Thrift, assistant superintendent, 411 Second street S. E.
Senate Press Gallery:
James D. Preston, superintendent, 4724 Fifteenth street.
William J. Collins, assistant superintendent, 3402 Dent Place.

Rules Governing Press Galleries

1. Persons desiring admission to the press galleries of Congress shall make application to the Speaker, as required by Rule XXXV of the House of Representatives, and to the Committee on Rules of the Senate, as required by Rule VI for the Regulation of the Senate Wing of the Capitol; and shall state in writing the names of all newspapers or publications or news associations by which they are employed, and what other occupation or employment they may have, if any; and they shall further declare that they are not engaged in the prosecution of claims pending before Congress or the departments, and will not become so engaged while allowed admission to the galleries; that they are not employed in any legislative or executive department of the Government, or by any foreign Government or any representative thereof, and that they are not employed, directly or indirectly, by any stock exchange, board of trade, or other organization, or member thereof, or brokerage house, or broker, engaged in the buying and selling of any security or commodity or by any person or corporation having legislation before Congress, and will not become so engaged while retaining membership in the galleries. Holders of visitor's cards who may be allowed temporary admission to the galleres must conform to the restrictions of this rule.

2. The applications required by the above rule shall be authenticated in a manner that shall be satisfactory to the standing committee of correspondents, who shall see that the occupation of the galleries is confined to bona fide correspondents of reputable standing in their business, who represent daily newspapers or newspaper associations requiring telegraphic service; and it shall be the duty of the standing committee, at their discretion, to report violation of the privileges of the galleries to the Speaker, or to the Senate Committee on Rules, and pending action thereon the offending correspondent may be suspended.

3. Persons engaged in other occupations whose chief attention is not given to newspaper correspondence or to newspaper associations requiring telegraphic service shall not be entitled to admission to the press galleries; and the Press List in the Congressional Directory shall be a list only of persons whose chief attention is given to telegraphic correspondence for daily newspapers or newspaper associations requiring telegraphic service.

4. Members of the families of correspondents are not entitled to the privileges of the galleries.

5. The press galleries shall be under the control of the standing commmittee of correspondents, subject to the approval and supervision of the Speaker of the House of Representatives and the Senate Committee on Rules.

Approved:

Frederick H. Gillett,
Speaker of the House of Representatives.

Approved by the Committee on Rules of the Senate.
James L. Wright, *Chairman.*
Emmet Dougherty.
Carl D. Ruth.
R. B. Smith.
Jay G. Hayden, *Secretary.*
Standing Committee of Correspondents.

$82.59

Specimens of New 120 point and 84 point Cheltenham Bold Condensed Advertising Figures.

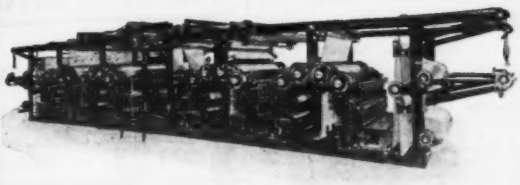
ADVERTISING Figures like these, for big Special Sales, now can be cast from Ludlow matrices in any quantity desired right on your own Ludlow, without change of mold.

These new figures are made in four sizes: 84, 96 and 120 point Cheltenham Bold Condensed, and in 144 point Extra Condensed Gothic. Each figure is cast separately the long way of the slug.

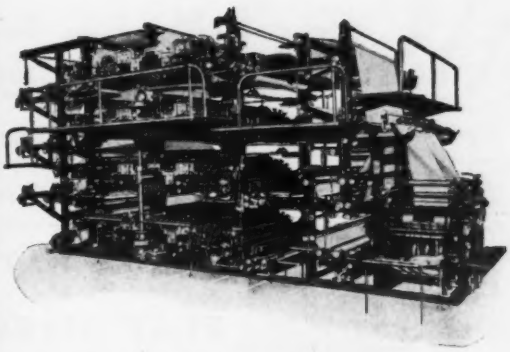
As the supply of these new matrices is limited, we suggest that you place your order immediately.

Ludlow Typograph Company
2032 Clybourn Avenue
Chicago

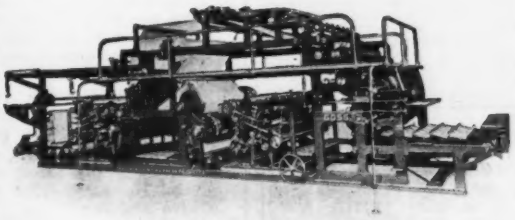
San Francisco: Hearst Bldg.
New York: 606 World Bldg.



Goss High Speed Low-Construction "Unit-Type" Octuple Press No. 174A.

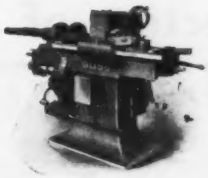


Goss "High Speed Straightline" four deck Octuple Press No. 170F.

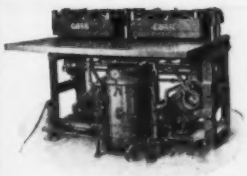


Goss Magazine Printing and Folding Machine No. 39Y. Capacity 4500 sets of five 16-page signatures per hour.

Goss Self-Balanced, Quick Lock-up Flat Casting Box, No. 69-E. The easiest operated, fastest, most accurate and most durable flat casting box.



Goss Motor-Driven Double Screw Drive Shaver No. 72D, with adjustable head. Shaves up to 19"x24" plates with unerring accuracy.



Goss Motor-Driven Steam Table, No. 48H. Made in units of one-platen; with Goss Automatic Gas fired Generator.

Goss Combination Wet and Dry Matrix Rolling Machine, No. 45C.

THAT THE GOSS ORGANIZATION HAS PROGRESSED • • IN RELATIVELY A FEW YEARS • TO NO LESS THAN A POSITION OF DOMINANCE IN THIS CENTURY-OLD INDUSTRY, MOST DECISIVELY INDICATES THE HIGH ESTEEM IN WHICH ARE HELD ITS POLICIES • • ITS PRODUCTS • AND ITS SERVICE

• • •

IN ADDITION TO BEING THE BUILDERS OF NEWSPAPER AND MAGAZINE PRESSES, WE CARRY A MOST COMPLETE LINE OF STEREOTYPING MACHINERY FOR CASTING AND FINISHING BOTH FLAT AND CURVED STEREOTYPE PLATES. INQUIRY IS CORDIALLY INVITED. CATALOG ON REQUEST.

GOSS

STRAIGHT GOSS HIGH SPEED LINE

THE GOSS PRINTING PRESS CO. • CHICAGO

Indiana's first great wealth came from farms, and agriculture still plays an important part in its trade life.

Natural resources, such as timber, oil, gas and coal have greatly contributed to the buying power of the people of the state.

Development of the interurban railway has made plausible the claim that the state has the best system of inter-city communication in the world.

Industry, with $1,901,000,000, exceeds agriculture with $497,000,000 value of all crops. The number of manufacturers is 7,916, employing 330,000 with a capital of $1,335,714,000.

All leading transcontinental railroads cross its borders with branches to all corners of the state. Indiana has unequalled transportation facilities.

National manufacturers should cultivate intensively and immediately, the ready accessible and fertile field represented by Indiana's 3,000,000 properous people.

Advertising in the dailies mentioned below, exert a great influence in Indiana—they are the undisputed leaders in business getting.

		Circulation	Rate for 5,000 lines
††Decatur Democrat	(E)	3,186	.025
**Evansville Courier and Journal	(M) 26,872 (E) 11,402	38,274	.08
**Evansville Courier and Journal	(S)	33,443	.08
*Fort Wayne Journal-Gazette	(M)	26,279	.07
*Fort Wayne Journal-Gazette	(S)	31,008	.07
**Fort Wayne News-Sentinel	(E)	39,165	.09
**Gary Evening Post-Tribune	(E)	11,292	.05
**Indianapolis News	(E)	127,361	.23
**Lafayette Journal & Courier	(M) 7,415 (E) 12,360	19,975	.06
††La Porte Herald	(E)	4,124	.025
**Newcastle Courier	(E)	4,474	.025
**South Bend News-Times	(M) 9,676 (E) 11,987	21,663	.06
**South Bend News-Times	(S)	19,776	.06
**South Bend Tribune	(S) 19,107 (E)	20,293	.06
*Terre Haute Tribune	(E&S)	24,442	.06

*A. B. C. Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

ASSOCIATIONS—CANADIAN

Association of Canadian Advertisers.—W. M. MacKay, Lever Brothers, Ltd., Toronto, president; Florence E. Clotworthy, Toronto, secretary.

Agricultural Press Association.—John Weld, Farmer's Advocate, London, president.

British Columbia Institute of Journalists.—C. A. Sutherland, Vancouver Province, president; W. A. Munday, secretary.

British Columbia Legislative Correspondents' Association.—C. Norman Senior, Vancouver Sun, president; V. E. Andrews, New Westminster, secretary.

Business Press Association.—W. A. Lydiatt, Marketing, Toronto, president.

Calgary Women's Press Club.—Mrs. Bertha Stavert, president; Mrs. J. M. Erickson, secretary.

Canadian Advertising & Sales Association.—H. S. van Scoyoc, president.

Canadian Daily Newspaper Association.—T. H. Preston, Brantford Expositor, president; John M. Imrie, Edmonton Journal, vice-president; N. T. Bowman, Toronto Telegram, treasurer.

Canadian National Newspapers & Periodicals Association.—T. J. Tobin, Canadian Countryman, Toronto, president; W. F. Harrison, Toronto, manager.

Canadian Press (formerly Canadian Press Limited).—E. Norman Smith, Ottawa Journal, president; J. F. B. Livesay, Toronto, secretary and general manager.

Canadian Weekly Newspaper Association.—I. E. Fortin, publisher L' Eclaieur, Beauceville, Que., president; E. R. Sayles, manager and treasurer.

Canadian Weekly Newspapers Association, Manitoba Div.—Fred C. Norris, Elkhorn Mercury, president.

Edmonton (Alta.) Press Club.—F. H. McPherson, president; T. A. Mansell, secretary.

Magazine Publishers' Association.—Miller McKnight, Toronto Saturday Night, president.

Maritime Weekly Press Association.—Donald F. Fraser, New Glasgow (N. S.) Chronicle, president; H. B. Anslow, Campbellton (N. B.) Graphic, secretary.

Montreal Women's Press Club.—Mrs. E. J. Archibald, president; Miss Madeleine de Soyes, secretary; Miss Marguerite de Lisle, treasurer.

Ontario Daily Newspapers Association.—Maj. H. B. Burgoyne, St. Catharines Standard, president; T. H. Kay, Kitchener News-Record, secretary-treasurer.

Wellington County (Ont.) Press Association.—J. C. Templin, Fergus News-Record, president; A. W. Wright, Mt. Forest Confederate, secretary-treasurer.

Every effort has been made to assure the accuracy of this book. If you find errors an immediate report of them to EDITOR & PUBLISHER will be appreciated.

FICTION FEATURES

LEWIS WILSON APPLETON, JR.
1922 East Pacific St., Phila., Pa.

Our Special Pages make regular advertisers of non-advertisers—business you would not get otherwise.

May we suggest a Better Homes Page, a Church Page, a Kiwanis Page, a Contest Page?

We operate in both small and large cities of the East. A request for information entails no obligation on your part. Write or wire.

CHANNON-SOUDER CO.
Vineland, New Jersey

FLAT RATE
and
FLAT MARKET
good reasons for advertising in
THE ADVANCE

Elizabeth City is the trading center of a rich cotton market that was fortunate in being located outside the path of serious Boll Weevil infestation.

Farmers are prosperous and the city wideawake.

It is easy to advertise in the one daily paper in its field—note the flat rate idea and the

2,300 CIRCULATION

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Fiction

CIRCULATION BRINGERS
Famous fiction of all lengths.
Service for Authors, 33 W. 42d St., N. Y.

TALES
Lewis Wilson Appleton, Jr.
1922 East Pacific St., Phila., Pa.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.; real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

Photo News Service

SEND US YOUR NEWS AND FEATURE pictures. We pay $3 and $5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

For Directory of Features
See Page 257

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

Los Angeles
the Miracle City

ACCORDING to statistics, it is growing faster than any other city in the country. Right on its heels—is the Miracle newspaper, The Los Angeles Examiner.

FIRST in advertising gains for morning and Sunday newspapers for 1923, and SECOND in gains among all morning and Sunday and evening newspapers for the year,—

A GAIN of over 4½ million lines, and this on top of a record of over 3 million lines gain for 1922—which was the second largest gain among morning and Sunday newspapers last year.

This record-breaking accomplishment was made possible through results to advertisers produced by the greatest morning and Sunday coverage west of St. Louis,—

over

165,000 daily--380,000 Sunday

Let us send you evidence showing what this circulation, plus the real (not theoretical) co-operation of our Merchandising Department has done for others in YOUR line of business.

Los Angeles Examiner

The Great Newspaper of the Great Southwest

BROADWAY AND ELEVENTH, LOS ANGELES

Pacific Coast Representative	Eastern Representative	Western Representative	Special Representative
571 Monadnock Bldg.	1819 Broadway	915 Hearst Bldg.	Automotive Trade
Telephone Garfield 3858	Telephone Columbus 8342	Telephone Main 5000	1407 Kresge Bldg., Detroit
San Francisco.	New York City	Chicago	Telephone Cherry 5245

PUBLISHERS "ORCHARD and FARM"—300,000 CIRCULATION

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

United States, Hawaii, Porto Rico and Cuba

[Copyright, 1924, by The Editor & Publisher Company]

	Address		Space Buyers
AALWYN ADVG. AGCY.	Boyleston Bldg.	Chicago, Ill.	A. Aalwyn
ABBOTT & STORM	17 W. 42d St.	New York City	
ACEL, ERWIN S. *d*	115 Broadway	New York City	Erwin S. Acel
ACME ADV. Co *a-b-e*	59 Luckie St.	Atlanta, Ga.	H. C. Graves; J. O. Graves; G. L. Hemminger
ACORN AGCY., INC., *a-d-e-g*	56 W. 45th St.	New York City*	H. H. Dyrsen
	Van Dam Bldg.	Philadelphia	L. S. Schneider
ADAMANT ADVG ACCY *d*	132 Nassau St.	New York City	James C. Cleveland
ADAMARS CO. *a-b-c-d-e-f*	2100 Pine St.	St. Louis, Mo.	W. J. Tice
ADAMS ADV. AGCY., INC. *d*	City Bank Bldg.	Mobile, Ala.	George W. Adams
ADAMS, OTIS H., CO. *d-e*	448 Old South Bldg.	Boston, Mass.	Otis H. Adams
ADCO COMPANY	Publicity Bldg.	Boston, Mass.	
AD-CRAFT AGCY.	Henry Bldg.	Portland, Oregon	O. S. Haugen
ADDISON ADV. AGCY.	Times Bldg.	Seattle, Wash.	
ADDISON & McMULLEN	608 S. Dearborn St.	Chicago, Ill.	
ADELPHIA ADVG. AGCY.	329 Walnut St.	Philadelphia	
AD-KRAFT SERVICE	Industrial Bldg.	Baltimore, Md.	H. Hormes
ADLEY, A.	18 W. 34th St.	New York City	A. Adley
ADVA. TALKS CO.		Dallas, Tex.	
ADVANCE ADV. AGCY.		Rolling Prairie, Ind.	
ADVANCEMENT ADV. EXCHANGE	P. O. Box 212	Ogden, Utah	
ADVERTISERS' INDIVIDUAL SERVICE *f*	9 S. Clinton St.	Chicago, Ill.	
ADVERTISERS PRESS, INC.		Lockport, N. Y.	
ADVERTISING AGENCIES CARPORATION, *a-e-g*	247 Park Ave.	New York City	Clarence A. Hope
ADVERTISING SERVICE CORP. *f*		Hamilton, Ohio	
ADVERTISING CHECKING BUREAU	15 E. 26th St.	New York City	
ADVERTISING CORP., *d-e*	Drew Bldg.	Waterloo, Iowa	H. E. Kiester; F. G. Weston
ADVERTISING INDUSTRIES, INC., *a-d*	487 Ellicott Square	Buffalo, N. Y.	Chas. J. Wolf, Jr.; Philip M. Wolf
ADVERTISING LABORATORIES	12th St. and Market Ave.	Canton, Ohio	
ADVERTISING SERVICE AGCY. *d*	45 Academy St.	Newark, N. J.	L. W. Lowerre; W. F. Schaphorst
ADVERTISING SERVICE BUREAU, *d*	45 4th St.	Portland, Oregon	G. E. Boyersmith
ADVERTISING SERVICE CO.	47 W. 34th St.	New York City	Luella B. Joseph
AETNA ADV. CORPORATION	Times Bldg.	New York City	
AGENCE HAVAS	62 rue de Richelieu	Paris, France*	Albert Lieberfield (New York)
	51 Chambers St.	New York City	Robert Remy (Washington)
	Albee Bldg.	Washington, D. C.	
AITKEN-KYNETT Co., *a-d-e-f-g-h*	1516 Chestnut St.	Philadelphia, Pa.	A. K. Aiken (Magazines); H. H. Kynett (Newspapers)
AJAX ADV. AGCY., *d-g*	20 Vesey St.	New York City	W. D. Clausen
AKEN CO., WILLIAM B.	Frick Annex	Pittsburgh, Pa.	
AKRON ADV. CO., *g*	115 S. Union St.	Akron, Ohio	
ALBANY ADV. AGCY., *d*	294 Catherine St.	Albany, N. Y.	
ALBEE CORPORATION, *a-b-c-d-e-g*	Marquette Bldg.	Detroit, Mich.	
ALDEN CO., EDWIN, *d*	141 E. 4th St.	Cincinnati, Ohio	L. B. Blakemore; L. N. Blakemore
ALDINE CO., *g*	105 W. 40th St.	New York City	Philip Ritter, Jr.
ALERT ADV. AGCY.	54 W. 57th St.	New York City	Joseph L. Fox
ALEXANDER ADV. AGCY., *e*	327 S. La Salle St.	Chicago, Ill.	
ALEXANDER ADV. AGCY., *a-d*	1482 Broadway	New York City	E. W. Alexander
ALEXANDER CO., MILTON, *a*	343 John R. St.	Detroit, Mich.	M. M. Alexander; A. M. Baxter; F. S. Strauss; F. V. Rich
ALLEN ADVG. AGCY., INC., *e*	440 4th Ave.	New York City	
ALLEN, ELMER L, *e-g*	15 East 26th St.	New York City	E. L. Allen
ALLEN, WALTER A., *d-f*	Sanborn Bldg.	Hartford, Conn.	W. A. Allen
ALLMAN ADVG. AGCY., *d*	607 Kerr Bldg.	Detroit, Mich.	L. C. Allman
ALTNOW-SINGLETON, INC., *e*	Marion Bldg.	Seattle, Wash.	F. R. Singleton; G. G. Altnow
AMBRO CO., *d*	Higley Bldg.	Cedar Rapids, Iowa	A. O. Ambroz; H. J. Rowe
AMES, ALLEN P.	115 Broadway	New York City	
AMERICAN ADV. AGCY.	220 W. 43d St.	New York City	
AMERICAN INTERNTIONL ADV. AGCY.	27 E. 22d St.	New York City	A. M. Spiegel
AMERICAN SPORTS PUBLISHING CO., *a*	45 Rose St.	New York City	John T. Doyle
AMSTERDAM AGENCY, INC., *a-b-c-d-e-g-h*	580 5th Ave.	New York City	Wm. M. Tyack
ANCHOR ADVG. AGCY.	929 Chestnut St.	Philadelphia, Pa.	
ANDERSON ADV. AGCY.	Stahlman Bldg.	Nashville, Tenn.	
ANDREWS, BROWN & COLE	14759 Coit Ave.	Cleveland, Ohio	
	Commonwealth Bldg.	Pittsburgh, Pa.	
ANFENGER - JACOBSON ADV. CO., *a-e-g-f*	Odd Fellows Bldg.	St. Louis, Mo.	L. E. Anfenger; D. L. Jacobson; Enno D. Winius; W. N. Black; C. H. Trapp
ANKRUM ADV. AGCY., *e*	20 W. Jackson Blvd.	Chicago, Ill.	
APATOW, JOHN J., *d*	379 Bridge St.	Brooklyn, N. Y.	J. J. Apatow
ARCADY CO., *e*	12th & Jefferson St.	Portland, Ore.	
ARKENBERG SPECIAL AGCY.	World Bldg.	New York City	
	230 E. Ohio St.	Chicago, Ill.	
ARKIN ADVERTISERS' SERV.		Chicago, Ill.	
ARMER CO., H. T.		Milwaukee, Wis.	
ARMSTRONG ADV. SERVICE	Crocker Bldg.	Des Moines, Iowa	
ARMSTRONG CO., F. WALLIS, *d-e-g*	F. Wallis Armstrong Bldg.	Philadelphia, Pa.	
ARNSTEIN'S ADV. AGCY., *d*	263 W. 125th St.	New York City	
ARROW CO., *e*	1718 Cherry St.	Philadelphia, Pa.	
ART ADVG. AGCY., CARL W.	Peyton Bldg.	Spokane, Wash.	Carl W. Art; K. C. Kerstetter
ASH ADV. AGCY, THEODORE E.	Commercial Trust Bldg.	Philadelphia, Pa.	Miss G. Greenfield
ASSOCIATED ADVERTISERS AGCY.		Appleton, Wis.	Austin Saecker
ASSOCIATED ADVERTISING COUNSELORS	10 S. 4th St.	Minneapolis, Minn.	G. E. Holcomb; H. P. Harper
ATKIN ADV. SERVICE	422 S. Wabash Ave.	Chicago, Ill.	
ATKINSON ADV. SERVICE, WILLIAM C.	205 E. Front St.	Wheaton, Ill.	N. H. Atkinson
AUBREY & MOORE INC., *f-g*	210 E. Ohio St.	Chicago, Ill.	James T. Aubrey; John C. Moore
AUSTIN ADV. AGCY., ALFRED, *a-g*	116 W. 32d St. (After Feb. 1, '24)	New York City	Jack Goldburg
AUSTIN, HAROLD C., *d*	Pacific Bldg.	Oakland, Cal.	
AUSTIN CO., O., *d*	116 W. 39th St.	New York City	Osias Austin; Leon Kelley
A. W. ADVERTISING, INC., *a-d-e-f-g*	1476 Broadway	New York City	Sidney Friend
AYER & SON, N. W., *a-e-f-g*	308 Chestnut St.	Philadelphia, Pa.*	Eugene Greiner; F. L. Swigert
	200 5th Ave.	New York City	
	30 State St.	Boston, Mass.	
	164 W. Jackson Blvd.	Chicago, Ill.	
	Union National Bank Zldg.	Cleveland, Ohio	
AYRES & CO., H. E., *a-b-d-e-f-h*	164 Federal St.	Boston, Mass.	A. Q. Miller
B			
BACK ADV. AGCY., J., *b*	Presbyterian Bldg.	Nashville, Tenn.	
BAER, INC., JOSEPH E., *a-d-e-g*	17 E. 49th St.	New York City	Joseph E. Baer; B. L. Baer
		Altadena, Cal.	G. W. Markens
		Handsboro, Miss.	J. C. Moses
BAER CO., S. C., *a-d-e-g*	Provident Bk Bldg.	Cincinnati, Ohio	E. Bauer; O. T. Jenkins
BAGLEY ADV. AGCY.	11 Gates Ave.	Brooklyn, N. Y.	
BAILEY, JOHN RAYBOURNE, *e-g*	Peoples Gas Bldg.	Chicago, Ill.	Anita Kepler
BAILEY-HEMINGTON CO.	Hippodrome Bldg.	Cleveland, Ohio	
BAKER ADV. CO., *d-e*	Central Bldg.	Pueblo, Colo.	J. Corry Baker; H. Batie
BAKER, J. E.	11 E. Saratoga St.	Baltimore, Md.	
BAKER-ROBINSON CO.	Campeau Bldg.	Detroit, Mich.	
BAKER, WILLIAM HENRY, *d-f*	Guardian Bldg.	Cleveland, Ohio	Wm. Henry Baker
BALL & DAVIDSON ADVG. SERVICE	Colorado Nat. Bk. Bldg.	Denver, Colo.	
BALLARD ADV. ACCY.	503 Beatty Bldg.	Houston, Tex.	
BALLIETT, CARL J, *b-d*	American Bk Bldg.	Greensboro, N. C.	D. D. Conkwright
BALLYNTINE ADV. AGCY.	20 Chestnut St.	Rockville, Conn.	
BANKER - EVANS BRIESBOIS CO., INC., *e-g*	704 Marquette Bldg.	Detroit, Mich.	
BANKERS & LAWYERS ADV. AGCY.	68 William St.	New York City	
BANNICK, CHRISTIAN J. M. A. *g*	Berkeley Bldg.	Berkeley, Cal.	
BARBER & CO., EARLE S., *a-e*	Wrigley Bldg.	Chicago, Ill.	H. E. Jordan
BARBER ADV. AGCY., J. W., *a-d-e-f-g-h*	80 Boylston St.	Boston, Mass.	
BARIGHT, GEORGE F.	170 Broadway	New York City	
BARKER-CONDON CO.	233 Commonwealth Bldg.	Denver, Colo.	
BARKER, ROBERT M.	Trust & Deposit Bldg.	Syracuse, N. Y.	
BARNARD ADV. AGCY., *e*	308 N. Mich. Blvd.	Chicago, Ill.	
BARNES & FEHLING CO., *a-d-e-f-g*	1530 Chestnut St.	Philadelphia, Pa.	Louis A. Fehling
BARKER, DUFF & MORRIS, *a-d-e-g*	323 4th Ave.	Pittsburgh, Pa.	A. D. Walter; Robt. Clarke, Jr.
BARRITT & Co., *a-d-e-g*	220 S. State St.	Chicago, Ill.	V. L. Child
BARROWS & RICHARDSON, *a-d-e-f-g-h*	1520 Locust St.	Philadelphia, Pa.*	H. M. Billerbeck (New York)
	19 W. 44th St.	New York City	
	201 Devonshire St.	Boston, Mass.	
BARTLETT, D. G.	157 E. Ohio St.	Chicago, Ill.	
BARTLETT, EDMUND	50 Union Square	New York City	
BARTON ADVG. AGCY., C. V.	205 S. Broadway	Los Angeles, Cal.	
BARTON, DURSTINE & OSBORN, INC., *a-b-c-d-e-f-g-h*	383 Madison Ave.	New York City*	F. G. Hubbard
	220 Delaware Ave.	Buffalo, N. Y.	
	230 Boylston St.	Boston, Mass.	
BASFORD, C. M., *f*	17 E. 42d St.	New York City	
BASHAM CO., THOMAS E., *a-b-e-f-g-h*	Inter-Southern Life Bldg.	Louisville, Ky.	Thos. E. Basham; F. M. Turner; L. D. Wallace
BATCHELOR, MASON & BROWN, INC.	Buhl Bldg.	Detroit, Mich.	
BATES ADV. AGCY.	1182 Broadway	New York City	
BATES, H. ELLIOTT, M. D.	23 E. 26th St.	New York City	
BATES ADV. AGCY., J. D. *a-e-g*	257 Main St.	Springfield, Mass.	C. W. Burt; J. D. Bates
BATES, HARRISON & JANES, INC.	Marsh-Strong Bldg.	Los Angeles, Cal.	E. Maynard Harrison; F. M. Cassidy
BATTEN CO., INC., GEORGE, *a-d-e-f-g-h*	383 Madison Ave.	New York City*	F. M. Lawrence, R. C. Brandau, R. F. Owsley (New York)
	10 State St.	Boston, Mass.	
	McCormick Bldg.	Chicago, Ill.	D. R. Hathaway, (Chicago)
BAUER-KREHBIEL-SMALL CO.	137 W. 4th St.	Cincinnati, O.	
BAUERLEIN, INC., *a-b-d-g*	Hibernia Bank Bldg.	New Orleans, La.	W. F. Rackle
BAUM ADV. AGCY., *e*	Union League Bldg.	Los Angeles, Cal.	Frank Baum
BAUM CO., I. W.	345 4th Ave.	Pittsburgh, Pa.	I. W. Baum
BAUMGARTNER ADV. PUBLICITY CO., *a-d*	Continental Bldg.	Baltimore, Md.	J. Hampton Baumgartner
BAXTER ADV. CO., *a-d-e-g-h*	Commerce Bldg.	Kansas City, Mo.	H. M. Carl
BEACH & ASSOCIATES, WILBUR	25 Broad St.	New York City	
BEAUMONT & HOHMAN, *d*	Mattei Bldg.	Fresno, Cal.	H. H. Huggins
BEDFORD ADV. SERVICE	1180 Fulton St.	Brooklyn, N. Y.	M. C. Ely
BEEK ADVG. AGCY., INC., *a-e*	Gas Co. Bldg.	Houston, Tex.	James H. Beek; H. Wirt Steele
BEERS ADV. AGCY.	9½ O'Reilley St.	Havana, Cuba	L. MacLean Beers
BEHEL & HARVEY, *d-g*	608 Hearst Bldg.	Chicago, Ill.	V. W. Behel, Jr.; W. S. Harvey, Jr.
BEHR, JULIAN J., *a-e-g-f*	Palace Theatre Bldg.	Cincinnati, O.	
BELL ADV. ACCY., *d*	230 Pearl St.	New York City	
BELLAMY-NEFF CO., *a-d-e-g*	127 N. Dearborn St.	Chicago, Ill.*	E. G. Iverson, R. Bellamy, C. Neff, M. C. Van Allen, Chicago; J. P. Neff, New York
	345 Madison Ave.	New York City	
BENJAMIN ADV. CORPORATION	O. C. S Bank Bldg	Syracuse, N. Y.	
BENJAMIN, CHARLES L., *g*	743 S. Mich. Ave.	Chicago, Ill.	
BENING ADV. CO., *d*	Forum Bldg.	Sacramento, Cal.	W. T. Bening
BENJAMIN - RICKARD ADVG. CO., *e-g*	Kresge Bldg.	Washington, D. C.	Wm. H. Benjamin

(*Continued on page* 128)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

NEW RADIO MAGAZINE

The New York Herald has brought out a complete Radio Magazine as a supplement to its Sunday edition—the first in any metropolitan Sunday newspaper. It is unique, illuminating, indispensable to Radio-users. More than 5000 lines of Radio Advertising were carried in the first issue; more than 6000 lines in the second issue.

A New 8-Page Gravure Picture Section

The New York Herald now contains 2 eight-page Picture Sections every Sunday—16 pages printed in beautiful gravure. There is no better pictorial news printed anywhere.

Archie Butt's Letters on Roosevelt the Man

The New York Herald is now publishing these letters written by Major Archie Butt when Aide to President Roosevelt in daily and Sunday installments. In the sense that they cast an entirely new light on motives and actions in that brilliant diplomatic and executive period these letters constitute definitely important news. They are definite contributions to American history and the biography of a great President, as well.

Many other features added in recent months

THE NEW YORK HERALD

280 Broadway New York

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 126)

	Address		Space Buyers
BENSON, GAMBLE & CROWELL, *a-b-d-e-f-g-h*	Tribune Bldg	Chicago, Ill.	Francis H. Marling
BERG ADVERTISING AGCY., *a-d-e-g*	Rowell Bldg Hearst Bldg	Fresno, Cal.* San Francisco, Cal.	E. A. Berg Fred B. Wolfert, Fresno: Thos. W. Harrison, San Francisco
BERGEN ADV. CO., *a-e*	906 Times Bldg	St. Louis, Mo.	
BESACK-SANDS ADV. CO., *d-e-f*	Gumbel Bldg	Kansas City, Mo.	W. H. Besack L. E. Wasson H. L. Haak
BETTING-THOMPSON-MEDDEN, INC., *a-d-e-f-g*	Globe Bldg	St. Paul, Minn.	H. M. Thompson C. I. Taylor Mrs. F. G. Poole
BEVERAGE & CO.	121 Center St	Portland, Me.	
BIDDLE AGCY., INC., *g*	1827 Ranstead St.	Philadelphia, Pa.	H. T. Salzer
BILLINGS ADV. CO., *d*	Stapleton Bldg	Billings, Mont.	W. W. Gail
BINGER CO.	43 W. 13th St	New York City	
BIOW CO., INC., *a-d-e-f-g-h*	116 W. 32d St	New York City	Miss Eva Hall
BIRCH CO., F. H.	367 Boylston St	Boston, Mass.	
BIRCH-FIELD & CO., INC., *a-d-g-e*	110 W. 40th St	New York City	Joseph S. Norton
BIRCHARD CO., *e*	Securities Bldg	Seattle, Wash.	
BISBERNE ADV. CO., *a-d-e-g*	58 E. Washington St.	Chicago, Ill.	M. Bernstein
BISSELL & LAND, INC., *d-f-g*	339 2d Ave	Pittsburgh, Pa.	G. E. Land C. J. Land
BITTING A SERVICE ADVG. AGCY.		Los Angeles, Cal.	
BLAAUW - HIPPLE - BLAAUW, INC., *a-d*	Fidelity Bldg L. C. Smith Bldg Flatiron Bldg. (After Feb. 1, '24). Savings & Loan Bldg.	Tacoma, Wash.* Seattle, Wash. San Francisco, Cal. Aberdeen, Wash.	Glen H. Hipple Tacoma; R. T. Cartier, Seattle; S. R. Carr, Aberdeen
BLACKBURN ADV. AGCY.	32 S. Jefferson St.	Dayton, Ohio	
BLACKETT SAMPLE, McFARLAND, INC., *a-d-e-g*	58 E. Washington St.	Chicago, Ill.	R'bt. I. Worthington
BLACKMAN CO., INC., *a-b-c-d-e-f-g-h*	120 W. 42d St Gwynne Bldg	New York City* Cincinnati, O.	F. J. Hermes George Schilsser L. T. Bush Max Hacker Myer Lesser A. L. Pope
BLAINE-THOMPSON CO., INC., *a-d-e-g*	4th Nat. Bk. Bldg Commercial Bldg	Cincinnati, O.* Dayton, O.	C. T. Henderson Harry I. Hoover
BLAIR CO.	421 7th Ave	Pittsburgh, Pa.	
BLAKE, JOHN W., *e-g*	Proctor Bldg	Yonkers, N. Y.	M. L. DeVare
BLAKER ADV. AGCY., *a-d-e-f-g*	110 W. 40th St	New York City	Walter Harrison J. Maynard Morgan F. C. Blanchard Paul Sprinz Theo. W. Siegel
BLISS ADVG. SERVICE, HARRY A., *g*	1000 Elmwood Ave.	Buffalo, N. Y.	
BLOCH CO., DAVID, *a-d-g*	110 E. 42d St	New York City	
BLODGETT CO., HARVEY	University & Wheeler Aves First Nat'l Bank Bldg.	St. Paul, Minn.* Chicago, Ill.	H. A. Blodgett
BLOODHEART-SOAT CO., INC., *a-d-e-f-g*	Arthur Bldg	Omaha, Neb.	R. R. Foster
BLOESER CO., WALTER, *g*	168 N. Michigan Ave.	Chicago, Ill.	
BLOOMINGDALE-WEILER ADV. AGCY, *a-e-g*	1420 Chestnut St	Philadelphia, Pa.	Samuel Taubman
BLOSSER-WILLIAMS CO.	168 No. Michigan Ave.	Chicago, Ill.	
BLUM ADV. CORP., CHARLES, *a-d-e-f-g-h*	1116 Walnut St	Philadelphia, Pa.	Florence Schlendarn Edward F. McKay
BLUMENSTOCK, INC., GEORGE, C.	11 So. La Salle St.	Chicago, Ill.	
BLUM'S ADV. AGCY	733 Market St	San Francisco, Cal.	
BOGIN, INC., A. R.	111 E. 4th St	New York City	
BOHNETT & CO., *g*	Walsh Bldg	Cincinnati, O.	Roy C. Pater
BOLDT CO., KARL F.	Security Bldg	Dubuque, Ia.	
BOLTON, MEEK & WEARSTLER, *d-e*	Hippodrome Bldg	Youngstown, O.	Paul H. Bolton Park Meek Ralph D. Wyly
BOLLING, JOHN RANDOLPH	2340 S St	Washington, D. C.	
BOND, ARTHUR T., *a-d*	20 Central St	Boston, Mass.	A. T. Bond
BONSIB, LOUIS W., *d*	City Hall Bldg	Peru, Ind.	L. W. Bonsib
BORDER ADV. AGCY., *d*	Chamber of Commerce	El Paso, Tex.	Rufe P. March
BOROUGH ADV. AGCY., *a-g*	Arbuckle Bldg	Brooklyn, N. Y.	Max Laventhall D. Laventhall
BOSTON FINANCIAL NEWS ADV. CO.	109 State St	Boston, Mass.	
BOSTON NEWS BUREAU, *a-g*	30 Kilby St 44 Broad St	Boston, Mass.* New York City	Guy Bancroft John Barak
BOSTON PUBLICITY BUREAU	200 Devonshire St.	Boston, Mass.	
BOSTWICK, INC., C. A., *d*	213 East Ave	Rochester, N. Y.	Chas. A. Bostwick Lynn B. Parker
BOSTWELL - FRANKEL ADVG. SERVICE, *a-d-e*	49 West 45th St	New York City	Burton Blogg Charles Benson
BOTSFORD-CONSTANTINE CO., *a-d-e-f-g-h*	45-4th St Campbell Bldg	Portland, Ore. Seattle, Wash.	Miss Esther P. Hall, Portland; M. S. Lowry, Seattle.
BOTT ADV. AGCY., *a-b-e*	South Tr. Bldg	Little Rock, Ark.	Carl W. Lemmon
BOWERS, CHARLES WM., *d*	1431 Booth St	Baltimore, Md.	Chas. Wm. Bowers
BOWERS CO., INC., THOMAS M. *a-e-g*	304 S. Wabash Ave.	Chicago, Ill.	
BOYD ADV. AGCY	Capital Club Bldg.	Raleigh, N. C.	
BOYLE, INC., JOHN D.	562-5th Ave	New York City	
BOYNTON-BRETT CO.	1313 Engineers 607 Prospect Fourth.	Cleveland, O.	
BOYNTON, Henry P., *e-f-g*	Bldg.	Cleveland, O.	
BOYNTON, INC., STANLEY G.	3087 E. Grand Blvd.	Detroit, Mich.	
BRADLEY, CHARLES H., JR., *d*	294 Washington St.	Boston, Mass.	Chas. H. Bradley, Jr.; Wilson E. Mackay
BRANDT ADV. CO., *a-d-e-g*	Tribune Bldg	Chicago, Ill.	D. L. Paus
BRANN, INC., W. L., *a-d-e-g*	11 E. 43d St	New York City	S. E. Langdoc
BREARLEY-HAMILTON CO., *a-d-e-g*	Michigan Tr. Bldg.	Grand Rapids, Mich.	A. G. Miller C. B. Hamilton
BRENISER & CO., *d-e*	331 Walnut St	Philadelphia, Pa.	Ross D. Breniser
BRENNAN-ELEY CO., *a-d-e-g*	Republic Bldg	Chicago, Ill.	C. J. Eastman
BRETT ASSOCIATES	Engineers Bldg	Cleveland, O.	
BREWTON, A. C.	6th & F Sts., N. W.	Washington, D. C.	
BRIARCLIFFE ADVG. AGCY., *g*	47 W. 42d St Pleasantville Rd	New York City* Briar'f Man., N.Y.	Oliver J. Bevier
BRICKA-FORD CO., *g*	1457 Broadway	New York City	G. W. Bricka A. J. Ford B. J. Paris D. B. Harris
BRIGGS CO., ALBERT M.	1301 Wrigley Bldg.	Chicago, Ill.	
BRIGGS, RALPH E., *a-d-e-f-g*	21st St. & Payne Ave.	Cleveland, O.	
BRISACHER & STAFF, EMIL., *a-d-e-g*	Flood Bldg	San Francisco, Cal.	Emil Brisacher
BROCK-HARRISON CO.	Hearst Bldg	San Francisco, Cal.	
BROCKLAND & MOORE, INC., *a-d-e*	Federal Reserve Bank Bldg	St. Louis, Mo.	H. A. Brockland
BROMBERG-CHANIN CO.		New York City	
BROMFIELD & CO., INC., *a-d-e-g-h*	45 W. 34th St	New York City	P. E. Bromfield
BROOKS OF ILLINOIS, INC., *a-d-e-g*	30 N. Michigan Ave. Boyle Bldg	Chicago, Ill.* Little Rock, Ark.	Will H. Howell Robert H. Brooks F. B. Hutchinson
BROOKS ADV. AGENCY, INC., S. M., *a-b-e*	Boyle Bldg	Little Rock, Ark.	S. M. Brooks E. L. Saunders G. T. Tefeye
BROOKE, SMITH & FRENCH, INC., *a-e-f-g-h*	206 Eliot St	Detroit, Mich.	
BROOME & SANDO Co., *d*	455 W. 5th St	Dayton, O.	Stanley E. Sando
BROUILLETTE, LUCIEN M.	76 W. Monroe St.	Chicago, Ill.	L. M. Brouillette Harold I. Orwig
BROTHERTON CO., *a-d-e-f-g*	4147 Cass Ave	Detroit, Mich.	D. C. Flint
BROWN ADV. AGCY., INC., *a-d-e-g*	110 W. 40th St	New York City	William Epner
BROWNE, LTD., T. B., *d*	163 Queen Victoria St., E. C. 53 Cross St 65 Bath St 38 Rue du Louvre 333 George St 33 West 42nd St	London, Eng.* Manchester, Eng. Glasgow, Scotland. Paris, France Sydney, Aus. New York City	W. Hopkinson R. B. Wann (New York)
BROWN, CONNERY & CO., INC., *a-d-e*	212 West First St.	Okla. City, Okla.	J. Cecil Brown E. C. Sutton
BROWN & CO., W. V., *d*	1st Nat. Bk. Bldg.	Columbus, O.	J. B. Hydirn
BROWNELL ADV. SERVICE	Hanselman Bldg	Kalamazoo Mich.	W. V. Brown
BRUNN ADV. SERVICE	1417 Northwestern Bank Bldg	Portland, Ore.	A. B. Brunn
BRYAN, ALFRED STEPHEN	665 5th Ave	New York City	
BRYAN & BRYAN, *d-f*	Dambly Bldg	Shreveport, La.	C. W. Bryan M. L. Bryan
BRYANT ADV. CORP., INC.	103 Park Ave	New York City	
BUCHANAN ADV. AGCY., JOHN, *a-d-e-g*	244 Washington St.	Boston, Mass.	B. Brown
BUCHANAN, THOMAS ADVG. CO. *e*	Peters Trust Bldg.	Omaha, Neb.	C. C. Buchanan L. H. Thomas
BUCHANAN CO., INC., R. C.	Bank of Italy Bldg.	Los Angeles, Cal.	
BUCK COMPANY, GLEN, *d-g*	30 N. Mich. Blvd.	Chicago, Ill.	I. F. Vanderbie
BUCKINGHAM CO., INC., *d*	Flanders Bldg	Philadelphia, Pa.	J. Hugh McQuilenard
BUCKLEY, EARLE A.	Franklin Bldg 18 E. 41st St	Philadelphia, Pa.* New York City	Runcie L. Tatral Earle A. Buckley
BUFFALO ADV. AGENCY	173 W. Eagle St.		Michael J. Werner
BULL, NORRIS L., *f*	721 Main St	Hartford, Conn.	N. L. Bull
BURCHARD, FLORENCE	15 W. 46th St	New York City	
BURDETTE CO., PHILLIPS	35 W. 39th St	New York City	
BURDICK CO., HARRY, *g*	Wrigley Bldg	Chicago, Ill.	
BURGESS CO., L. W.	1st National — Soo Line Bldg	Minneapolis, Minn.	
BURNETTE & FOYE	168 Bridge St	Springfield, Mass.	
BURNETT-KUHN CO., *a-d-e-g*	609 N. Mich. Blvd.	Chicago, Ill.	E. K. Massey
BURNHAM, RUFUS BRADFORD, *e-f-g*	110 E. 42d St	New York City	
BURNHAM & FERRIS	50 Church St	New York City	
BURNS-HALL ADV. AGCY., *e-g*	Merrill Bldg	Milwaukee, Wis.	B. K. Burns N. L. Telander
BURNS-WOLAVER CO., *d-e-f-g*	5005 Euclid Ave	Cleveland, O.	E. D. Wolaver
BUSH ADVERTISING SERVICE	130 W. 42d St	New York City	
BUSINESS RESEARCH & DEVELOPMENT CO., *d-e*	14 E. Jackson Blvd.	Chicago, Ill.	C. A. Pace Anderson Pace W. W. Pace
BUSWELL SERVICE	Box 864	Kalamazoo, Mich.	James H. Buswell
BUTLER ADV. CO., *d-e*	36 W. Gay St	Columbus, O.	H. S. Butler C. M. Bucher
BUZBY-RAUGHLEY CO.	Bulletin Bldg	Philadelphia, Pa.	
BYERLY, OLIVER M.	Penton Bldg	Cleveland, O.	Oliver M. Byerly

C

	Address		Space Buyers
CADWALLADER, COULTER & PAYNE, *a-e*	215 W. Commerce St.	San Antonio, Tex.	A. H. Cadwallader, Jr. R. G. Coulter J. G. Belcher
CADY ADV. SERVICE	Yellowstone - Merchants Bank Bldg.	Billings, Mont.	
CAHILL ADV. CO., *a-d-e-g*	Pacific Bldg March-Strong Bldg.	San Francisco, Cal.* Los Angeles, Cal.	M. A. Cahill L. O'Dowd S. Laine
CALDWELL-BAKER CO., INC., *d-e*	Merch. Bk. Bldg.	Indianapolis, Ind.	Howard Caldwell
CALIFORNIA ADVG. AGCY	564 Market St	San Francisco, Cal.	Theo. H. Segall
CALKINS & HOLDEN, INC., *a-d-e-g-h*	247 Park Ave	New York City	F. J. Fitzgerald
CALLOWAY ASSOCIATES, INC., *d-e-f-g*	121 Beach St	Boston, Mass.	Morris Susman
CALUMET ADV. CO., *d-e-g*	2316 Calumet Ave.	Chicago, Ill.	Paul H. McCalla
CAMPBELL ADV. AGCY	19 W. 44th St	New York City	J. S. Peckham Wallace Campbell
CAMPBELL, W. AUSTIN, *d*	Mer. Nat. Bk Bld.	Los Angeles, Cal.	W. Austin Campbell
CAMPBELL-EWALD CO., *a-d-e-f-g-h*	General Motors Mallers Bldg 18 W. 34th St Ham. Trust Bldg 604 Mutual Home Bldg.	Detroit, Mich.* Chicago, Ill. New York City Toronto, Ont., Can. Dayton, O.	Ralph Miller, (Detroit); Mrs. M. Jordan (Toronto)
CAMPBELL-MOSS, JOHNSON *d-e-g*	21 E. 40th St	New York City	DeWitt J. Hinman
CAMPBELL, TRUMP & CO., *a-d-e-f-g*	Penobscot Bldg	Detroit, Mich.	Hal G. Trump
CAMPS ADVG. AGCY., HORATIO	62 Cortlandt St	New York City	H. K. Dumont
CANN, TEDFORD H.	162 West 34th St.	New York City	
CAPEHART-CAREY CORPORATION, *a-d-e-g*	Times Bldg	New York City	C. H. Freudenthal
CAPITAL ADVG. CO., INC. *d*	Munsey Bldg	Washington, D. C.	Charles Reichart W. J. Cassidy Wm. L. Banning
CAPITAL ADV. CO. OF NEW YORK, INC.	120 East 42nd St	New York City	Charles J. Cutajar Carleton C. Frovost
CAPLES CO., INC., *a-d-e-g*	225 E. Erie St Grand Central Terminal Bldg	Chicago, Ill.* New York City	H. E. Johnson (Chicago) (Miss) R. D. Folster (N. Y.)
CARAVEL SERVICE *d*	1482 Broadway	New York City	W. A. Kolbert
CARHART ADV. CORP.	Box 26 Box 482 B'way & Pierpont St. Box 425	Watervliet, N. Y.* Burlington, Vt. Kingston, N. Y. Plattsburg, N. Y.	
CARLYSLE CO., *d*	47 W. 34th St	New York City	Emanuel Goldman

(*Continued on page* 130)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Erie is in Normal Selling Zones of Western New York, Eastern Ohio, Central Pennsylvania

Zone Merchandising and Not State Lines Govern the Erie Market

Salesmen in Buffalo, Cleveland or Pittsburgh can jump over to Erie, Pa., just a short distance away. This proximity to three such strategic points cuts down traveling expense. State lines should not bar a big city within the normal merchandising zone of another state.

Erie as an independent market is more than large enough to be well worth while. Population 112,571 (U. S. Census Bureau Estimate 1923).

Erie is a city of manufactures so diversified as to insure an exceptional industrial stability. As Erie is not a "one crop" town, there are no industrial peaks of prosperity or valleys of depression.

The retail section in number and character of stores and selection of merchandise does ample justice to a city in the 100,000 population class.

The food product business is controlled by splendid local wholesalers.

The Erie Daily Times, published every evening except Sunday, blankets the entire market. Thirty-five years ago the Times was started with $250 cash. Today a modern newspaper building is nearing completion as the home of the Erie Daily Times worth over half a million dollars.

No daily newspapers from outside cities enter the Erie market appreciably. See A. B. C. records for verification.

The Erie Daily Times blankets the city of Erie and its full and worth while trading territory within an average radius of 30 miles. Total population 146,000.

ERIE DAILY TIMES

A. B. C. Member *Evenings Except Sunday*

Representatives

E. Katz Special Advertising Agency

Established 1888

New York Chicago Atlanta Kansas City San Francisco

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 128)

	Address	Space Buyers
CARPENTER-OSWALD CO., THE *d-e-g*	Sloan Bldg.....Cleveland, O.....	J. J. Marquart; A. J. Carpenter
CAROLINA ADV. AGCY.	Raleigh, N. C.....	
CARR. C. C., ADVG. AGCY., *b-d*	1st Nat Bk. Bldg.St. Petersburg, Fla.* 141 W. 36th St....New York City....	C. C. Carr; Jas. T. McCambridge
CARR & COLUMBIA, INC., *d-e-f-g*	132 Madison Ave..New York City....	H. Ruening
CASEY-LEWIS ADV. CO., INC., *d*	Stahlman Bldg.....Nashville, Tenn...	Rumsey Lewis
CASS ADV. AGCY.	Mt. Carmel, Ill....	
CASTELLO, RAYMOND L.	Miller Bldg.....Pittsfield, Mass....	Ray. L. Castello
CATES ADV. CO., *d*	Slaughter Bldg.....Dallas, Tex.....	Charles Cates
CAUSEY CO. *d*	Maryland Bldg.....Washington, D. C..	Edward H. Causey; Phillip Meek
CECIL, BARRETO & CECIL, INC. *a-b-d-e-g-h*	12th & Bank Sts..Richmond, Va.*.... 247 Park Ave.....New York City.... Drovers & Mechanics Bank Bldg..Baltimore, Md.....	John H. Cecil; S. Jackson
CENTRAL ADVTR'S AGCY., *a-d-e-f*	Orpheum Bldg....Wichita, Kan.....	C. R. Winters
CENTRAL ADVERTISING SERVICE, *d*	286 5th Ave.....New York City....	Robert Morse; Louis Britwitz
CENTRAL ADVG AGCY	Bakersfield, Cal....	
CENTURY ADV. SERVICE	244 5th Ave.....New York City....	
CHAMBERS ADV. AGCY., INC., *a-b-d-e-g-h*	339 Carondelet St..New Orleans, La.*. 247 Park Ave.....New York City.... 619 Stark Bldg....Louisville, Ky.....	Paul H. Raymond (New York); Marg Burvant (New Orleans)
CHAMBERS & WISSWELL, INC., *a-d-e*	296 Boylston St....Boston, Mass.....	
CHAMBERLAIN CO., B. W. *d*	Evening Star Bldg.Washington, D. C..	H. P. Poag
CHANCE ADV. AGCY., FRANK S., *a-d-e*	Kahn Bldg.....Indianapolis, Ind...	Frank S. Chance
CHANDLER & CO., CLEAVELAND A., *a-d*	35 Congress St....Boston, Mass.....	C. A. Chandler
CHAPIN, BURNET & FOYE	168 Bridge St.....Springfield, Mass...	
CHAPPELOW ADV. CO., *a-d-e-f-g-h*	4709.Washington Av.St. Louis, Mo.*.... 527 Dixie Ter. Bldg.Cincinnati, O.....	W. J. Johnson; C. W. Moss (Cincinnati)
CHARLES ADV. SERVICE, *a-d-e-f-g-h*	23 E. 26th St.....New York City....	Joseph Boorster
CHARLESTON ADV. CO., *d*	134 Meeting St.....Charleston, S. C...	H. T. McGee; R. S. Manigault
CHARLOUIS ADVG. SERVICE	25 W. 42d St.....New York City....	
CHATHAM ADV. AGCY, INC., *a-d-e-f-g*	3 W. 29th St.....New York City....	B. Bernstein; Miss E. A. Loonam
CHELSEA ADV. AGCY	621 Broadway.....New York City....	L. Z. Guck
CHESMAN & CO., NELSON *a-b-d-e-g-h*	1127 Pine St.....St. Louis, Mo.*.... 512 N. Dearborn St.Chicago, Ill..... 130 W. 42d St....New York City.... Leader-News Bldg..Cleveland, O..... 42 E. 11th St.....Chattanooga, Tenn..	John Feinstein; Vincent McGrath (St. Louis); A. R. Johnson (Chicago)
CHESSLER & ROSE ADVG. AGCY.	Lexington, Bldg...Baltimore, Md.....	
CHICAGO ADVERTISING AGCY.	127 N. Dearborn St.Chicago, Ill.....	
CHICAGO UNION ADVG. AGCY.	22 Quincy St.....Chicago, Ill.....	
CHILTON ADV. AGCY., *a*	Kirby Bldg.....Dallas, Tex.....	A. L. Chilton; G. G. Addington; E. S. Leonard; C. L. Overman; Earl C. Norris
CHURCHILL-HALL, INC., *a-d-e-f-g-h*	50 Union Square...New York City....	
CHUTE CO., L. E.	Security Bldg.....Davenport, Iowa...	L. E. Chute
CIRKER & CO., INC., *a-e*	1472 Broadway New York City....	
CITY ADVERTISING CO., INC.	51 Chambers St....New York City....	John A. Sanche
CLAFFEY ADV. CO	Ashland Block.....Chicago. Ill.....	
CLANCY CO., ROCKWELL F., *d*	14 W.Washing'n St.Chicago, Ill.....	
CLARK-WHITCRAFT CO	527 Hale Bldg.....Philadelphia, Pa...	
CLARKE ADV. AGCY., E. H., *a-c-g-h*	28 E. Jackson Blvd.Chicago, Ill.*..... 37 W. 39th St.....New York City....	S. R. Tiedman (Chicago); A. E. Stern (New York)
CLATFELTER, HARRY, *d-f*	Jefferson Bldg.....Peoria, Ill.....	Harry Clatfelter
CLAY, H. J., *d*	Un'n Nat Bk. Bldg.Wichita, Kan.....	
CLAYTON, JOHN	Manhattan Bldg....Chicago, Ill.....	John Clayton
CLOUGH ADV. AGCY., INC., JOHN L., *a-e-f-g*	18 E. Vermont St..Indianapolis, Ind..	J. L. Clough; E. F. Rowe; J. W. Ridge
CLUTCH ADVG. AGCY., ROBERT W., *d*	Penfield Bldg.....Philadelphia, Pa...	Robt. M. Clutch, Jr.
COAST ADV. SERVICE	83 Columbia St.....Seattle, Wash.....	
COCHRANE ADV. BUREAU	Oliver Bldg.....Pittsburgh, Pa.....	
COCHRANE ADV. AGCY., WITT K., *a-e-g*	30 N. Dearborn St..Chicago, Ill.....	
COFFY & CO., HARRY V., *d*	128 N. Wells St...Chicago, Ill.....	Sam F. Goddard; J. J. Twitchell
COHEN, ABRAHAM	1493 Broadway.....New York City....	
COLLIER ADVG. AGCY	Dallas, Tex.....	
COLLINS, INC., CLARKSON A., JR., *d-e-f-g*	350 Madison Ave...New York City....	Clarkson A. Collins, Jr.; J. F. Cross
COLLINS-KIRK, INC., *a-d-e-g*	750 N. Michigan Av.Chicago, Ill.....	C. V. Dugan
COLLIER, BARRON C.	220 W. 42d St.....New York City.... Munsey Bldg.....Washington, D. C..	
COLLISON CO	Palace Bldg.....Minneapolis, Minn..	Charles F. Collison
COLONIAL ADVG. AGCY	24 Park St.....Webster, Mass.....	Leon J. Kreft
COLONIAL ADV. SERVICE	111 East 24th St..New York City....	Henry Morris
COLTON CO., WENDELL P., *a-d-e-g-h*	165 Broadway.....New York City....	W. J. McDonald; P. J. McAward
COLUMBUS ADV. AGCY., *d*	150 Nassau St.....New York City....	Ruggero Bolino
COMRIE CO., FRANK M., *d-e-f-g*	36 S. State St.....Chicago, Ill.....	E. R. Law; E. L. Jardeen (Tacoma)
CONDON-MILNE CO., INC., *d-e*	Perkins Bldg.....Tacoma, Wash..... Central Bldg.....Seattle, Wash.....	R. P. Milne (Seattle)
CONDON, MONTROSE, INC	Denver, Colo.....	
CONE GENERAL ADV. AGCY., ANDREW, *a-d-e-g-h*	154 Nassau St.....New York City....	Frederick H. Cone; Edwin Fitzsimmons; D. Morris-Jones
CONNER ADV. AGCY., INC., *a-d-e-f-g-h*	Mercantile Bldg....Denver, Colo.....	A. B. McCallom
CONOVER-MOONEY CO., *a-d-e-g-h*	111 W. Monroe St.Chicago, Ill.....	R. S. Collins
CONOVER CO., S. A., *a-d-e-g-h*	99 Chauncey St....Boston, Mass.....	S. A. Conover; F. A. Baldwin
CONRAD ADVG. AGCY	Foster Bldg.....Denver, Colo.....	
CONTINENTAL ADVG. BUREAU, *d*	159 N. State St....Chicago, Ill.....	W. H. Evans
CONTINENTAL ADVG. CO	117 No. Dearborn St.....Chicago, Ill..... Bessemer Bldg.....Pittsburgh, Pa.....	
CONTINENTAL ADVG. CO	236 West 55th St..New York City....	George H. Hill; Alexander J. Myers
COOK CO., C. LAWRENCE	Magee Bldg.....Pittsburgh, Pa.....	
COOLIDGE ADV. CO., *a-e-f-g-h*	1216 Grand Ave....Des Moines, Iowa..	Ivan Coolidge; R. E. Broholm; J. E. Swaine
COONEY-CRAHAN CO	170 Summer St.....Boston, Mass..... 17 Federal St.....Worcester, Mass...	
CO-OPERATIVE ADV. CO	3339 Lancaster Ave.Philadelphia, Pa....	
COOPER, EDWARD	292 Washington St.Brooklyn, N. Y....	
COPE ADV. AGCY	Box 233.....Champaign, Ill.....	
COPE ADV. CO., INC	620 Chestnut St....St. Louis, Mo.....	Will C. Cope
COPIC SERVICE CO., INC	233 West 35th St..New York City....	
CORMAN CO., INC., a-d-e-f-g-h	49 West 45th St...New York City....	E. H. Cummings
CORNING, INC., a-d-e-f	89 E. 4th St.....St. Paul, Minn.....	Leavitt Corning; Lloyd R. Gates; George Quehl
COSMOPOLITAN DISTRIBUTING CORP	119 W. 40th St....New York City....	
COSSAR & DAVIS, *d*	309 Republic Bldg..Louisville, Ky.....	
COTTER, ADVG. AGCY., *d*	97 Oliver St.....Boston, Mass.....	James J. Cotter; Lawrence J. Weidmann
COUCHE ADV. SERVICE, INC.	Dekum Bldg.....Portland, Oregon...	
COURTNEY, W. H	1402 W. Mulberry St.....Baltimore, Md.....	
COWPERTHWAITE ADV. AGCY.	35 W. 42d St.....New York City....	
COX ADV. AGCY., *b-d-e*	American Tr. Bldg.Birmingham, Ala...	Oliver Cox
CRAMER-KRASSELT CO., *a-d-e-f-g-h*	354 Milwaukee St..Milwaukee, Wis....	C. M. Daniell; C. W. Lawrie
CRANE, R. C., *d*	Drexel Bldg.....Philadelphia, Pa...	Harold Finestone
CRAWFORD ADVG. CO	119 East 5th St....Cincinnati, O.....	
CRESKE-EVERETT. INC., *d-f-g*	19 West 44th St...New York City....	J. W. Megargee
CRIM, FLORENCE M	505 W. Market St..Salem, Ind.....	
CRITERION ADV. CO., INC	1767 Broadway.....New York City*... Chicago, Ill.....326 W. Madison St. San Francisco, Cal.Phelan Bldg. ..... Los Angeles, Cal..Grasse Bldg..... Boston, Mass.....367 Boylston St....	
CRITCHFIELD & CO., *a-d-e-g-h*	223 W. Jackson Bvd.Chicago, Ill.*..... 1247 Washington Blvd. .....Detroit, Mich..... 297 Fourth Ave...New York City.... Palace Bldg.....Minneapolis, Ind...	Joseph J. Hartigan (Chicago)
CROSBY SERVICE, ARTHUR	220 W. 42d St.....New York City....	Arthur A. Crosby
CROSBY-CHICACO, *a-e-g*	29 Quincy St.....Chicago, Ill.....	J. H. Krause
CROSS CO., J. H., *a-d-e-f-g-h*	Cross Bldg.....Philadelphia, Pa...	A. M. Fanning
CROSSLEY & FAILING, INC., *d*	Failing Bldg.....Portland, Ore.....	H. R. Failing
CRUMRINE CO., ARTHUR M., *a-e-g*	43 West Long St..Columbus, Ohio....	Dorothy J. Clugston; Arthur M. Crumrine
CULVER, R. J	Central Bldg.....Los Angeles, Calif.	R. J. Culver
CUMMINGS ADV. CO., *d-i*	Syndicate Bldg....Oakland, Calif.....	G. A. Cummings
CUMMINGS, J. HOYT	Finance Bldg.....Cleveland, O.....	
CUMMINGS CO., ROBERT S., *d-g*	534 Spitzler Bldg..Toledo, O.....	M. McGowan
CUNNINGS-HARGRAVE CO	Blake Bldg.....Oakland, Cal.....	
CURRIE, ANDREW	Randolph Bldg.....Memphis, Tenn....	
CURTIS-BAUM CO	Henshaw Bldg....Oakland, Calif.....	W. A. Curtis
CURTIS-NEWHALL ADV., AGCY. *d-e-g*	432 Bartlett Bldg..Los Angeles, Calif.	C. M. Clay; M. A. Curtis
CURTIS CO., INC., JOHN, *a-d-e-g*	1476 Broadway.....New York City....	W. J. Byrne

D

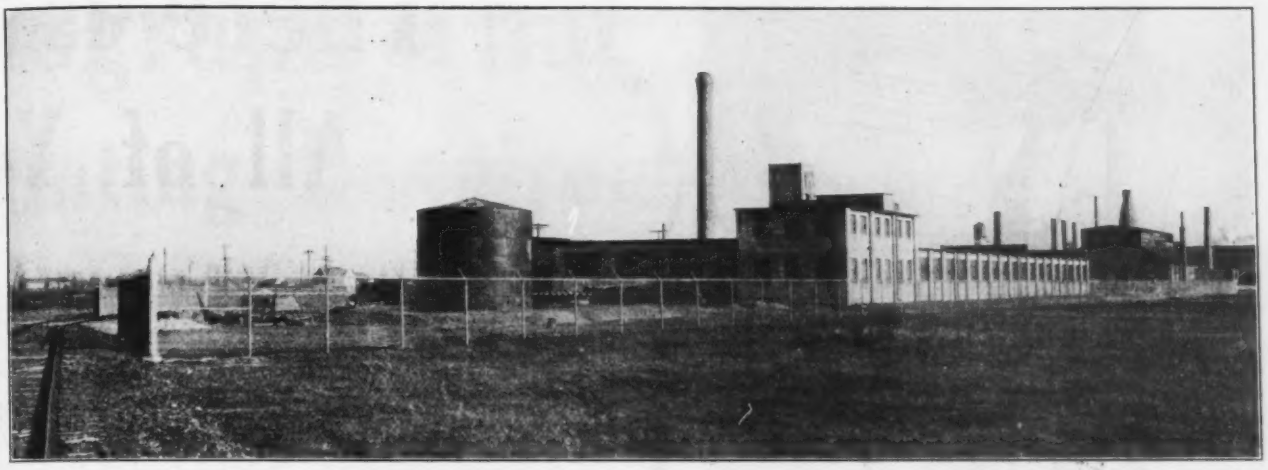
	Address	Space Buyers
DAIGER & CO., J. M	345 St. Paul Place.Baltimore, Md.....	Richard C. Sheridan
DAKE ADV. AGCY., INC. *a-d-e-g*	121-2d St.....San Francisco, Calif.	A. Loretz; H. A. Down
DAKE-JOHANET ADV. AGCY. *a-e-g*	Charleston Bldg....San Francisco, Calif. Union League Bldg.Los Angeles, Cal...	M. E. Gilligan, F. W. Bowman (San Francisco); F. W. Johanet, C. L. Young (Los Angeles)
DAKEN ADV. AGCY. *a-d-e-g*	215 Virginia St....Seattle, Wash.	
DAKOTA ADV. AGCY., INC	318 Citizens Bldg..Aberdeen, S. Dak.* 535 Boston Block..Minneapolis, Minn..	G. H. Fish (So. Dakota); Wal. Heynacher; John Mackenzie (Minneapolis)
DALE & MARX	949 Broadway.....New York City....	
DAMPMAN ADVG. AGCY. *d*	102 N. 4th St.....Reading, Pa.....	
DANDO CO. *d*	533 N. 11 St.....Philadelphia, Pa.....	E. C. Reid; E. Jeffries; H. W. Shinn
DAN ADV. AGCY., SOL	Castle Bldg.....Tulsa, Okla.....	Sol Dan
DANIELSON & SON *a-d-e-f-g*	Industrial Tr. Bldg.Providence, R. I...	G. W. Danielson
DAPPRICH ADVG. AGCY	Times-Dispatch. Bldg. .....Richmond, Va.....	R. C. Hall
D'ARCY ADV. AGCY., *a-d-e-f-g-h*	International Life. Bldg. .....St. Louis Mo.....	
DARLOW ADV. CO. *a-e-g-h*	410 S. 19th St.....Omaha, Nebr.....	E. H. Allen; C. B. Darlow; E. A. March; W. A. Cable
DAVID ADV. AGCY., S. S	2102 N. Wabash Av.Chicago, Ill.....	
DAVIES CO., MAXTON R. *e-f-g*	1022 B. F. Keith. Bldg. .....Cleveland, Ohio....	
DAVIES, JOHN A. ADVG. SERVICE, THE *d*	18 Boylston St.....Boston, Mass.....	John A. Davis
DAVIS, J. W., *a-g*	168 No. Michigan Ave. .....Chicago, Ill.....	
DAVIS, LEICESTER KNICKERBOCKER	7th & Oxford.....Philadelphia, Pa....	
DAVIS & ARMSTRONG, INC. *d-e-f-g*	627-1st Ave. N.....Minneapolis, Minn..	J. C. Armstrong; E. A. Englestron
DAVIS-ELTON ADV. CO	Bessemer Bldg.....Pittsburgh, Pa.....	
DAVIS & MEYER ADV. AGCY	Bessemer Bldg.....Pittsburgh, Pa.....	
DAVIS-SMITH CO	531 Atlantic Ave...Boston, Mass.....	
DAVISON-GIONCOLO CO	116 West 39th St...New York City....	
DAY INC., FRANK T	739 Boylston St....Boston, Mass.....	
DAY ADV. ACCY., STANLEY. *d-e*	955 Prospect Ave..Plainfield, N. J....	
DEAN, BEN *d-e-g*	Michigan Tr. Bldg.Grand Rapids, Mich.	Ben Dean
DE ARMAND, LOUIS G. *d*	First Natl. Bank. Bldg. .....Davenport, Iowa...	Louis G. De Armand
DEATEL ADVG. SERVICE	16 St. Paul St.....Baltimore, Md.....	George A. Deatel; J. L. Stein
DEBEAR, S. A	Broadway & 178th New York City....	
DE BIASI ADVG. AGCY	150 Nassau St. after March 1— 300 Canal St....New York City....	Mario De Biasi
DECKER, LTD., HENRY *a-d-e-g*	Flatiron Bldg.....New York City....	(Miss.) M. Carson
DECKER, J. J.	1301 G St., N. W..Washington, D. C..	
DEIMEL, ADOLPH	5 Beekman St.....New York City....	A. Deimel
DELANCEY ADV. SERVICE, *d*	735 Brunswick Ave.Brooklyn, N. Y..... 125 Delancey St....New York City*...	Samuel J. Rosen
DELANEY ADVG. SERVICE, JOHN U. F	326 W. Madison St.Chicago, Ill.....	
DE LEURY-REEDER *a*	J. M. Studebaker. Bldg. .....South Bend, Ind...	Lewis J. Fricke
DELLEFIELD, A. S.	440 S. Dearborn St.Chicago, Ill.....	
DELMONICO, CHARLES C.	110 W. 40th St....New York City....	
DE LUXE ADVG. BUREAU *d-e-f*	139 N. Clark St....Chicago, Ill.....	M. E. Maggert; L. M. Stick
del PASO ADV. AGCY	Herald Bldg.....El Paso, Texas....	

(Continued on page 134)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

CHICAGO MANUFACTURING PLANT



The rapidly increasing importance of the Middle West in the Printing and Publishing Industry and the resulting large amount of Ink Business with which this company has been favored has made it necessary to erect a manufacturing plant at **Clearing, Ill.,** in the manufacturing district of Chicago.

The prompt dispatch of the smallest and the largest shipments to all points by railroad is insured. The factory covers about three acres and is situated on the Belt Railway of Chicago which connects with the thirty-five trunk railroads entering Chicago. The three sidings on the company's own land connect with the freight clearing yard of the Belt Railway where 6000 cars a day are handled. Less than carload shipments for all roads are handled through the Belt Railway transfer station at Clearing. The location also makes possible tank wagon service to Chicago newspapers.

The factory will be in operation February 1, 1924, and is designed to serve the middle west. The buildings are of the best brick and steel construction. Continuous operation is assured by dual power, as the plant can be operated electrically or by the company's own steam plant. The latest improved machinery has been installed and the plant will be operated in accordance with the most modern methods known to maintain the highest standards of

QUALITY UNIFORMITY SERVICE

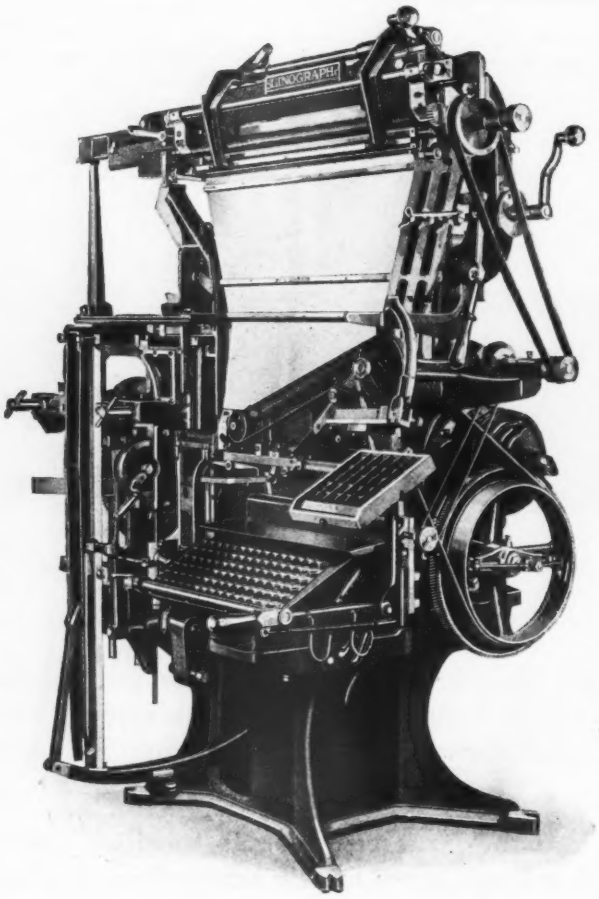
GEO. H. MORRILL CO.

CHICAGO OFFICE:– 157 W. HARRISON ST.

HOME OFFICE:– NORWOOD, MASS. BRANCHES:– BOSTON – CHICAGO – SAN FRANCISCO

FACTORIES:– NORWOOD, MASS. NEW YORK:– ST. LOUIS – LOS ANGELES

CLEARING, ILL.



There is a
All of Your

WE now build three different models of the Linograph, which will meet all the requirements of every printing plant.

Model 1 Linograph is very efficient as a straight matter machine on dailies where only one magazine at a time is required. It serves well in trade composition plants where rapid interchange of magazines is so often necessary. Model 1 is also very practical in the small town weekly plant where a skilled mechanic is not available.

Model 3 Linograph has proven its worth in every size plant and in every kind of printing. In job plants where machine composition consists of a few lines of one size or face, and then a few lines of another, it is invaluable. In batteries on dailies it is practical for straight matter, heads and the guts of ads.

Model 12 is the first "All Purpose" line-casting machine. While its widest field is in the ad alleys, it is practical to use it on straight composition and it will deliver as much, or more, type as the regular

Model 3 Linograph

Model 3 Linograph is the simplest multiple magazine machine on the market today. A shift from one magazine to another can be made in three seconds. The front magazine can be changed in less than ten seconds and all three magazines may be removed and replaced by three others in less than one minute. Among the many efficient and economical features of Model 3 are: the low quad line, the single matrix transfer, the steel keyboard cams and cam roller, and the accessible distributor at a convenient height in front of the machine.

Model 1 Linograph

This Linograph is the original model. It is the simplest line-casting machine that can be purchased, yet its range and versatility is exceeded only by the new Model 12. Model 1 is essentially the same as Model 3 except that it carries but one magazine at a time, which can be changed in less than ten seconds.

Both models have a range of from 5½ to 24 point direct from regular magazines and standard keyboard layout.

THE LINOGRAPH
DAVENPORT

***Western Agency:* 429 Sacramento**

European Agency
Et Pierre Verbeke
Brussels, Belgium

Australasia, South Africa, Chi
Parsons & Whittemore
New York City

Linograph That Will Meet Printing Requirements

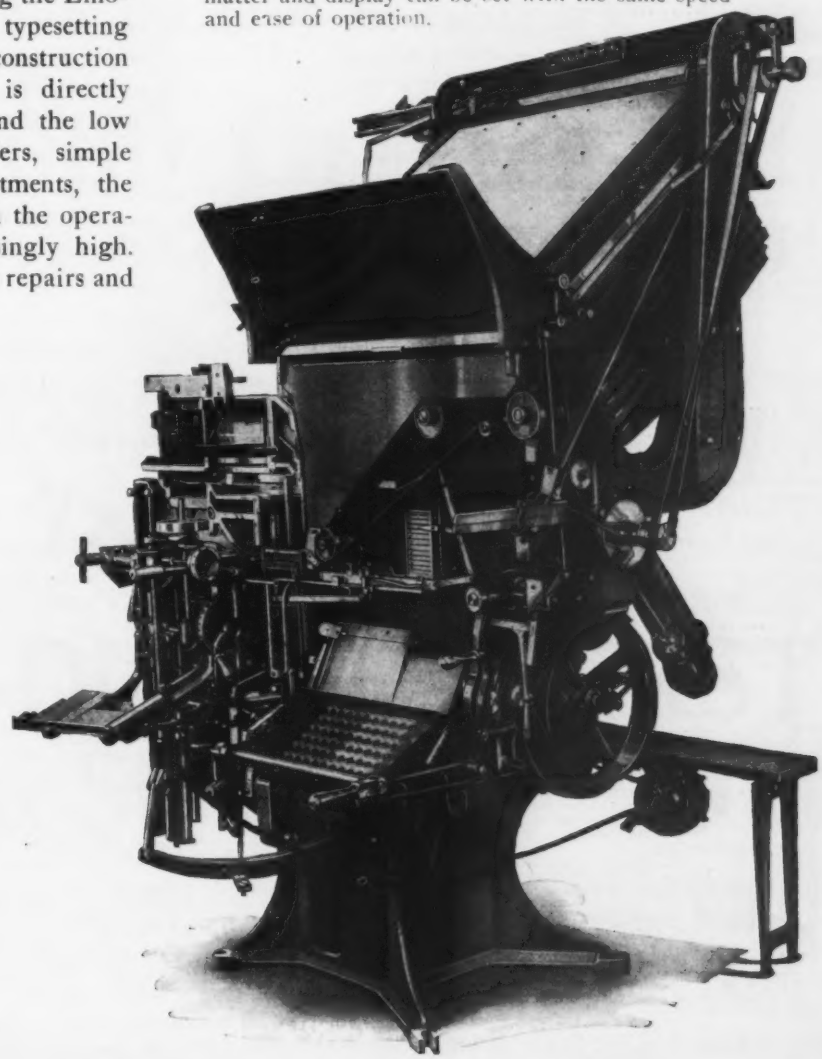
news machines. The operator can sit down to Model 12 with a large ad or complicated job and deliver it complete, ready for the make-up, without leaving his chair.

In every Linograph are incorporated certain principles that have done much toward making the Linograph such an efficient and economical typesetting machine. The simple and practical construction which is so apparent in all models, is directly responsible for the ease of operation and the low cost for upkeep. With direct transfers, simple mechanisms, easy and accessible adjustments, the Linograph requires little attention from the operator and his total production is surprisingly high. This same construction naturally reduces repairs and matrix replacements to a minimum.

Our representative will be glad to call at your convenience and discuss your composing room problems, explaining just how the Linograph can solve them. Write or wire for appointment.

Model 12 Linograph

Model 12 is the newest and most wonderful of all Linographs, and in fact of all slug-casting machines. Model 12 can be used with any number of magazines up to twelve, and has a range of from 5 to 60 point direct from regular magazine and standard keyboard layout. Wide and extended faces up to 24 point and slightly condensed faces up to 60 point may be used. Model 12 Linograph is a true "All Purpose" machine, as both straight matter and display can be set with the same speed and ease of operation.



COMPANY

IOWA, U. S. A.

Street, San Francisco, Calif.

South American Agency
Ault & Wiborg
Cincinnati, Ohio

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 130)

	Address		Space Buyers
DEMOPOLIS ADVG. AGCY.		Demopolis, Ala.	
DENHARD, CHARLES H. *g*	297 Fourth Ave.	New York City	C. H. Denhard; W. E. Thwing
DENNY CO., WM. H. *a-d-g-h*	1 Madison Ave.	New York City	Arthur Nathan
DE ROUVILLE, GEORGE S. *a-d-e*	Albany County Savings Bank Bldg.	Albany, N. Y.	G. S. De Rouville; H. L. Hevenor
DERBY ADV. AGCY. *d*	Munsey Bldg.	Washington, D. C.	W. E. Luetzenkirchen; S. R. White
DE ROODE, LOUIS K. *d*	5 Beekman St.	New York City	L. K. De Roode
DETROIT ADV. SERVICE	Free Press Bldg.	Detroit, Mich.	
DEVINE, JAMES A.	41 Park Row	New York City	
D'EVELYN, NORMAN F. *d-e-i*	Balfour Bldg.	San Francisco, Cal.	H. D. Miles
DICKINSON ADVG. CO. *e*	10 S. La Salle St.	Chicago, Ill.	
DICKSON ADV. SERVICE, J. M.	30 Church St.	New York City	J. M. Dickson
DIENER & DORSKIND *a-d*	1393 Broadway	New York City	Henry Gold
DIPPY ADV. AGCY., R. H. *a-e-g*	Deuckla Bldg.	Philadelphia, Pa.	R. H. Dippy; Henry Haas
DIRECT ADV. CO.	538 S. Clark St.	Chicago, Ill.	
DISTLEHORST CO., A. E.	105 S. Court Sq.	Memphis, Tenn.	
DITTMANN ADV. AGCY.	1309 Locust St.	Philadelphia, Pa.	
DOBBS ADVC. AGCY. *d-e*	288 Main St.	Danbury, Conn.	Miss Lula M. Sniffen
DOE ADV. AGCY., ELMER H. *a-d-e-g*	Keller Bldg.	Louisville, Ky.*	
	Stevens Bldg.	Chicago, Ill.	H. S. McBride
	9 E. 46th St.	New York City	
DOLINSKI ADVG. AGCY., M. R.	1136 Milwaukee Ave.	Chicago, Ill.	
DOLLENMAYER ADV. AGCY. *a-d-e-f-g*	315 Marquette Ave.	Minneapolis, Minn.	A. N. Walters; Albert Dollenmayer
DOLMAN CO. *a-d-f*	New Call Bldg.	San Francisco, Cal.*	A. B. Palmer
	Times Bldg.	Seattle, Wash.	R. L. Connor; M. T. Dolman
DOMEDION ADV. AGCY., A. H., THE	46 Naylon Bldg.	Buffalo, N. Y.	
	7 E. Seneca St.		
DOMBROWER, RALPH L. *a-b-d*	Mutual Bldg.	Richmond, Va.*	R. L. Dombrower
	1334 G St., N. W.	Washington, D. C.	E. I. Wallerstein; Armistead Coleman
DONAHUE ADV. AGCY., INC.	233 Broadway	New York City	John J. Hagan
DONATH SERVICE	110 W. 40th St.	New York City	
DONNAN, A. McKIE	57 Post	San Francisco, Cal.	
DONNELLY CO., LEE E.	Ulmer Bldg.	Cleveland, Ohio	
DONOVAN-ARMSTRONG *a-d-e-g*	1211 Chestnut St.	Philadelphia, Pa.	J. A. McFadden
DOOLITTLE, R. EDSON	656 Broadway	New York City	
DOREMUS & CO., INC. *a-d-e-g*	44 Broadway	New York City	
	208 S. La Salle St.	Chicago, Ill.	
DORLAND AGCY., INC., *a-d-e-g*	244 Madison Ave.	New York City	
DORLAND ADVG. AGCY	Presston Bldg.	Atlantic City, New Jersey	
DORLAND AGENCY, LTD	Dorland House, 16. Regent St., S.W.1.	London, England	
AGENCE DORLAND	24 Boulevard Des. Capucines	Paris, France	
DORLAND-RUDOLF MOSSE INTERNATIONAL	Jerusalemer Strasse. 46, S.W.	Berlin, Germany	
DORLAND-RUDOLF MOSSE INTERNATIONAL	Seilerstatte 2	Vienna, Austria	
DORLAND-RUDOLF MOSSE INTERNATIONAL	Graben Nr. 6	Prague, Poland	W. W. Teskey
DORLAND-RUDOLF MOSSE INTERNATIONAL	Limmatquai 34,	Zurich, Switzerland.	
DORLAND-RUDOLF MOSSE INTERNATIONAL	Marschalkowska 124.	Warsaw, Russia	
AGENCIEA DORLAND	Avenida de Mayo. 560	Buenos Aires, Argentine, So. Amer.	
DORLAND-RUDOLF MOSSE INTERNATIONAL	Avenida Rio Branco. No. 137	Rio De Janeiro, Brazil, So. Amer.	A. Ecletica—
DORLAND-CATTS-PATTERSON INTERNATIONAL	King and Clarence Sts.	Sydney, Australia	
DORLAND-ENGLISH ADVG. CO.	Drexel Bldg.	Philadelphia, Pa.	
DORRANCE, SULLIVAN & CO., INC. *a-d-e-f-g*	130 West 42d St.	New York City*	Harry E. Pengel, New York
	332 S. Michigan Av.	Chicago, Ill.	
	Colfax Ave. & Main St.	South Bend, Ind.	G. C. Jefferson, South Bend
	31 Milk St.	Boston, Mass.	
	Real Estate Trust. Bldg.	Philadelphia, Pa.	Ruth F. Shassian
DORSEY, ALBERT H. *d*			
DOUGHTY ADV. AGCY. CO., C. L. *a-d-e-f-g*	Pickering Bldg.	Cincinnati	C. W. Paver; J. V. Ewan
DOW-JONES & CO.	208 S. La Salle St.	Chicago, Ill.	
DOWN, INC., CLINTON A.	496 Exchange St.	Roche ter, N. Y.	Clinton A. Down
DRANE COUNTY NEWSPAPER ADVG. SERVICE., JAMES W.	306 Union St.	Nashville, Tenn.*	James W. Drane
	150 E. Main St.	Gallatin, Tenn.	
DRECHSLER-PEARD CO. *a-d-e-f*	Munsey Bldg.	Baltimore, Md.	F. F. Peard, Jr; C. E. Perkins
DRURY COMPANY *d*	Monadnock Bldg.	San Francisco, Cal.	Aubrey Drury
DUKELOW & WALKER CO., INC. *a*	246 Washington St.	Boston, Mass*	C. F. Dukelow
	71 Broad St.	New York City	
DUNHAM CO., JOHN H. *a-d-e-g*	400 N. Michigan Av.	Chicago, Ill.	H. R. Van Gunten
DUNLAP-WARD ADV. CO., *a-d-e-f-g-h*	B. F. Keith Bldg.	Cleveland, Ohio	F. K. Hall
DUNLOP ADV. AGCY.	Silver Bow Bldg.	Butte, Mont.	L. F. Dunlop
DUNNE CO., INC., DESMOND	30 E. 42d St.	New York City	
Du NOYER ADV. AGCY., FRANK	Mayro Bldg.	Utica, N. Y.	
DUPELL, A. E.	752 Fulton St.	Brooklyn, N. Y.	
DURST, JASON E.		Dayton, Ohio	
DWICHT CO., JOHN	216 Worthington St.	Springfield, Mass.	
DYER CO., GEORGE L. *a-e-g-h*	42 Broadway	New York City*	W. L. Dotts
	76 W. Monroe St.	Chicago, Ill.	

E

	Address		Space Buyers
EASTERN ADV. CO.	Liberty Bldg.	New Haven, Conn.*	George H. Gould
EASTMAN & CO. *f*	53 W. Jackson Blvd.	Chicago, Ill.	D. T. Eastman
EASTMAN, SCOTT & CO., *b-g*	816 Glenn Bldg.	Atlanta, Ga.	
ECCLES, WARREN	443 Cedar Ave.	Long Beach Calif.	Warren Eccles; M. L. Eccles
ECHTERNACH ADVG. AGCY. *d*	753 S. Broadway	Los Angeles, Cal.	Mrs. Mary Walker
ECHTERNACH ADVC. AGCY.	Guardian Tr. Bldg.	Denver, Colo.	
ECLIPSE ADV. AGCY.	5601 Aberdeen St.	Chicago, Ill.	
	210 Pearl St.	Buffalo, N. Y.	
ECONOMY ADVG. SERVICE		Iowa City, Ia.	
EDDY, LOUIS O. *e-g*	Marshall Field Bldg.	Chicago, Ill.	
EDUCATIONAL ADVG. AGCY.	1133 Broadway	New York City*	
	1018 S. Wabash Av.	Chicago, Ill.	
EDWARDS & CO., GEORGE W. *a-d-e-f-g-h*	328 Chestnut St.	Philadelphia, Pa.	J. E. Rooney
EGYPTIAN ADVG. ACCY. *d*	Republican Leader Bldg.	Marion, Ill.	Oldham Paisley
EHLBERT ADVG. SERVICE, INC. *d*	14 E. Jackson Blvd.	Chicago, Ill.	Mark K. Ehlbert
EISENBERG, RALPH M.	Times Bldg.	New York City	
ELDREDGE CO., FRANK M. *d*	403 Stevens Bldg.	Detroit, Mich.	F. M. Eldredge
ELLIOTT ADV. SERVICE, INC. *e-g*	262 East Ave.	Rochester, N. Y.	L. B. Elliott
ELLIOTT, ARTHUR R. *a-e-g*	53 Park Place	New York City	Daniel M. Elliott
ELLIOTT ADVG. SERVICE, H.	Chronicle Bldg.	San Francisco, Cal.*	
	Railway Bldg.	Los Angeles, Cal.	
ELLIS CO., A. W. *a-e-g-h*	40 Central St.	Boston, Mass.	H. C. Magown
ELTON ADVG. CO., RAY	Bessemer Bldg.	Pittsburgh, Pa.	
EMERY, MORGAN J. *d*	Tacoma Bldg.	Tacoma, Wash.	M. J. Emery
EMERY CO., INC., WILLIAM S.	118 E. 28th St.	New York City	
EMGE, JOHN K & LAUFMAN. HARRY P.	600 Magee Bldg.	Pittsburgh, Pa.	
EMPIRE ADV. AGCY.		Livonia, Ga.	
EMPIRE CO., ADVERTISING *d*	608 Chestnut St.	Philadelphia, Pa.	(Miss) L. Cohen
EMPIRE ADV. SERVICE *a-d-e*	298 Broadway	New York City	Frederick F. Rowing
ENCLEMAN ADV. AGCY., H. ARTHUR *d*	Franklin Tr. Bldg.	Philadelphia, Pa.	(Miss) Clare Smith
ENGLISH CO., EARL B. *d*	Drexel Bldg.	Philadelphia, Pa.	E. B. English
ENNIS-ANDERSON ADV. AGCY. *d*	Cory Bldg.	Fresno, Calif.	Frank Ennis; E. E. Anderson
ENSIGN ADV. AGCY., INC., F. A. *a-d-e*	Union Trust Bldg.	Pittsburgh, Pa.	William R Hoyt; W. C. Arthur
EPSTEIN ADVG. AGCY., DADE. B.	209 S. State	Chicago, Ill.	
ERICKSON CO., INC. *a-e-g-h*	381 4th Ave.	New York City	G. A. Burd; G. H. Richards; J. J. Veth
ERICKSON ADV. AGCY., E. N. *a-d-e*	15 Park Row	New York City	J. E. Erickson
ERWIN, WASEY & CO., *a-d-e-g-h*	844 Rush St.	Chicago, Ill*	
	25 W. 43d St.	New York City	E. Ross Gamble
	245 Oxford St., W.1.	London, England	
	19 Bvd. Malesherbes.	Paris, France	
ESSANCEE ADVG. AGCY		Asheville, N. C.	G. O. Shepherd
ESSEX ADVG. AGCY	Essex Bldg.	Minneapolis, Minn.	J. G. Cohen
ETHERINGTON SERVICE, LEONARD *d-f*	100 Boylston St.	Boston, Mass.	Leonard Etherington
EVANS & BARNHILL, INC. *a-d-f-g-h*	247 Park Ave.	New York City*	Harry J. Walsh (New York)
	1st National Bank. Bldg.	San Francisco, Cal.	John Burns (San Francisco)
EVERITE ADVERTISING AGCY., INC.	1482 Broadway	New York City	John Kesler
EXPORT ADV. AGCY. *e*	Transportation Bldg.	Chicago, Ill.	
	Buenos Aires (South America)		

F

	Address		Space Buyers
FAIRALL & BATTENFIELD, INC.	Jewett Bldg.	Des Moines, Ia.	L. R. Fairall; W. E. Battenfield
FAIRFAX, ADVG. AGCY., INC., H. W. *a-d-e-f-g*	63 Park Row	New York City	F. H. Mehle; Val Spotto
FAIRFIELD & CO.	Wrigley Bldg.	Chicago, Ill.	
	52 Vanderbilt Ave.	New York City	
FARKAS, BROS., INC. *e*	537 S. Dearborn St.	Chicago, Ill.	
FARMERS' ADVG. BUREAU	Transportation Bldg.	Chicago, Ill.	
FARNSWORTH & BROWN, INC. *a-d-e-g*	2 W. 45th St.	New York City	August H. Koch
FARQUHAR & SEID, INC. *d*	Hearst Bldg.	San Francisco, Cal.	S. T. Farquhar
FARRAR ADV. CO. *a-e-g*	Fulton Bldg.	Pittsburgh, Pa.	G. B. Martin; C. T. Johnson
FARWELL ADV. AGENCY, *d*	Hearst Bldg.	San Francisco, Cal.	Lewis W. Farwell
FAUROTE, FAY LEONE	677 5th Ave.	New York City	
FAWCETT ADV. AGCY. *a-e-g*	Ferguson Bldg.	Colorado Sp'gs, Col.	R. S. M. Nalan (Colorado Sp'gs)
	Thatcher Bldg.	Pueblo, Col.	T. S. Thompson (Pueblo)
	Mercantile Bldg.	Denver, Col.	
FECHHEIMER, RICHARD	33 W. 34th St.	New York City	
FEDERAL ADV. AGCY. *a-d-e-f-g-h*	6 E. 39th St.	New York City	F. J. Kaus
FEIGENBAUM ADVG. SERVICE, HARRY *d-e*	1019 Market St.	Philadelphia, Pa.	H. Feigenbaum; David Werman
FEINBERG, CHARLES K.	707 Ordway Bldg.	Newark, N. J.	C. K. Feinberg
FENTON, RICHARD L. *d-e-g*	31 Milk St.	Boston, Mass.	Miss M. Harrigan
FERGER-SILVA ADV. CO. *f*	Carew Bldg.	Cincinnati, O.	
FERREE-TAYLOR ADVG. AGCY.	Chemical Bldg.	St. Louis, Mo.	
FERRY-HANLY ADV. CO. *a-b-d-e-f-g-h*	1110 Crand Ave.	Kansas City, Mo.*	Miss A. J. Lamkin (Kansas City)
	Carondelet Bldg.	New Orleans, La.	W'n A. Humphreys (New Orleans)
	6 N. Michigan Ave.	Chicago, Ill.	C. C. Hanly (Chicago)
FIDELITY ADV. AGCY. *e-f-g*	1109 Swetland Bldg.	Cleveland, O.	R. P. Askue
FIELD ADV. SERVICE *a-d-e-f*	129 E. Market St.	Indianapolis, Ind.	V. E. Field; R. G. Elvin; C. R. Switzer
FIELD & BAKER, INC.	58 E. Wash'ton St.	Chicago, Ill.	
FILLANS, WALT *d*	Jefferson Standard Bldg.	Greensboro, N. C.	
FINCH ADV. AGCY., INC., L. J. *a*	1367 Broadway	New York City	Ellis J. Finch; John P. Kaempfer
FINESTONE ADVG. AGCY., HAROLD	Woolworth Bldg.	Reading, Pa.	H. A. Benner; M. E. Grill
FINK & PAINE, INC.	299 Madison Ave.	New York City	
FINLEY, HANOVER ADVG. AGCY. *d*	Stuart Bldg.	Seattle, Wash.	J. M. Finley
FINNEY ADVG. AGCY., GUY W.	Hellman Bldg.	Los Angeles, Cal.	
FINNEY ADV. CO., W. B. *a-e-g*	Firestone Bldg.	Kansas City, Mo.	Otto Grasse
FIRESTONE ADV. SERVICE *d*	Park Row Bldg.	New York City	S. C. Koren
FIRST NATIONAL ADV. AGCY.	209 S. Water St.	Chicago, Ill.	
FISHER-BROWN ADV. AGCY., *a-d-e-f-g-h*	1627 Locust St.	St. Louis, Mo.	J. L. Tait
FISHER ADVG. SERVICE, LEONARD *d*	15 Stockton St.	San Francisco, Cal.	
	Kerckoff Bldg.	Los Angeles, Cal.	
FLARSHEIM CO., HARRY B. *d*	Frosdick Bldg.	Cincinnati, O.	H. P. Flarsheim; M. B. Herman; A. F. Finke
FLETCHER CO.	1214 Arch St.	Philadelphia, Pa.	
FLETCHER NEWSPAPER ADV. AGCY.	5304 Ellen Av., N.W.	Cleveland, O.	A. F. Fletcher
FLORIDA ADVG. SERVICE		Orlando, Fla.	
FODY AGV. AGCY., LOUIS O.		Bloomington, Ill.	
FOLEY, K. ADVG. AGCY	White-Henry-Stewart Bldg.	Seattle, Wash.	
FOLEY ADV. AGCY., INC., RICHARD A. *a-d-e-g-h*	219 N. Broad St.	Philadelphia, Pa.	Fred D. Stahl
FONDA-HAUPT CO., INC. *a-d-e-f-g-h*	286 5th Ave.	New York City	D. H. Fonda; W. A. Haupt
FOREIGN ADV. & SERVICE BUREAU, INC.	175 5th Ave.	New York City	Dan Russell
FOREIGN PRESS PUBLICITY. SERVICE	286 5th Ave.	New York City	Sigmund Gottlober
FORT, LEWIS D.	Shrine Bldg.	Memphis, Tenn.	Lewis D. Fort
FOSTER & KLEISER	22d & Market Sts.	Oakland, Cal.	
FOSTER, PAUL W., *d*	103 5th Ave.	New York City	
FOSTER, WILLIAM G.	261 Broadway	New York City	
FOULCK ADV. AGCY., R. F.	326 4th Ave.	Pittsburgh, Pa.	
FOX ADV. SERVICE *d*	Gen. Motors Bldg.	Detroit, Mich.	H. V. Fox; R. N. McCarty
FOX & MACKENZIE *a-d-e-g*	1214 Locust St.	Philadelphia, Pa.	W. A. Fox; J. B. Mackenzie
FRAILEY ADV. CO.	Hibernia Sav. & Loan Bldg.	Youngstown, O.	
FRANCIS ADV. AGCY.	612 Lincoln Bldg.	Detroit, Mich.	
FRANK & CO., ALBERT *a-d-e-f-g-h*	14 Stone St.	New York City*	
	5 New Bridge St.	Chicago, Ill.	M. Robt. Herman; H. J. Riordan
	134 S. La Salle St.	London, England.	
	11 Avery St.	Boston, Mass.	
FRANKLIN ADV. AGCY	56 W. Wash'ton St.	Chicago, Ill.	
FRANKLIN ADVG. CORPORATION *e*	263 5th Ave.	New York City	Maxwell F. Brunk

(Continued on page 136)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

The City Circulation of the Daily Post-Dispatch is:—

51,000 Greater
than that of the second newspaper

96,000 Greater
than that of the third newspaper

138,000 Greater
than that of the fourth newspaper

The City Circulation of the SUNDAY POST-DISPATCH exceeds that of the only other Sunday newspaper by—

78,000

The Post-Dispatch Is FIRST In St. Louis

Eastern Advertising Office
World Building
New York

Detroit Advertising Office
General Motors Bldg.

Kansas City Ad't'g Office
Lee Bldg.

Western Advertising Office
Mallers Building
Chicago

Pacific Coast Advertising Offices
M. C. Mogensen & Co., Inc.

Los Angeles
Title Insurance Bldg.

San Francisco
564 Market St.

Seattle
Securities Bldg.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 134)

	Address	Space Buyers
FRANKLIN CO.	309 5th Ave. New York City	
FRAZIER CO., CHARLES R. *d*	Kauikeolani Bldg. Honolulu, Hawaii	F. E. Matson
FREDERICKSBURG ADVG. CO. *d*	103 Commerce St. Fredericksb'g, Va.	
FREEMAN ADV. AGCY., INC. *a-d-e-g*	Mutual Bldg. Richmond, Va.	J. E. Hall
FREITAG ADVG. AGCY. *d*	Red Rock Bldg. Atlanta, Ga.	
FREY, INC., CHARLES DANIEL. *a-c-e-f-g*	30 N. Michigan Av. Chicago, Ill.	A. H. Black; G. J. Dwyer
FRIEND ADVG. AGCY. *a-d-e-g*	171 Madison Ave. New York City	
FRIEND-WIENER DONOHUE ADVG. AGCY	Woolworth Bldg. New York City	M. E. Friend; Ernest H. Weiner; T. S. Holbrook
FRIZZELL ADV. AGCY., INC. *a-d-e-g*	201 Zenith Bldg. St. Paul, Minn.	A. B. Frizzell; F. L. Frizzell; Harry G. Myser
FROHMAN, LOUIS H. *d*	105 W. 40th St. New York City	L. H. Frohman
FROST CO., INC., HARRY M. *a-d-e*	101 Tremont St. Boston, Mass. 90 Exchange St. Lynn, Mass.	
FROWERT ADVG. CO	250 S. Broad St. Philadelphia, Pa.	
FROWERT CO., INC., PERCIVAL. K. *d-g*	151 W. 42d St. New York City	P. K. Frowert; Henri Hoguet
FUGUET & CO., INC., RAYMOND *a-g*	2 W. 45th St. New York City	E. S. Pleasanton; R. Fuguet
FUHRMAN CO., INC., H. H.	2044 Ranstead St. Philadelphia, Pa.	
FULLER CO., CHARLES H. *a-e-g*	629 S. Wabash Ave. Chicago, Ill.*; Brisbane Bldg. Buffalo, N. Y.	W. J. Strange; Frank M. Meyers; R. Ziesing, Jr.
FULLER & SMITH *a-d-e-f-g-h*	Bulkley Bldg. Cleveland, O.	C. W. Belsey
FULLER CO., W. P.	San Francisco, Cal.	
FYFFE & BOND CORP. *d-g*	50 Madison Ave. New York City	N. A. Fyffe; Willard H. Bond; Ed. A. Andreas

G

	Address	Space Buyers
GAEBLER ADV. AGCY.	2200 Locust St. St. Louis, Mo.	
GAMELIN ADVG. SERVICE, *d*	360 Worthington St. Springfield, Mass.	Henry A. Gamelin
GANTERT, C. PALMER, *d*	30 E. 42d St. New York City	C. P. Cantert; Miss Van
GARDNER ADVG. Co., *a-d-e-h*	1627 Locust St. St. Louis, Mo.*; 1 Pershing Square. New York City	E. A. W. Schulenberg (St. Louis); L. S. VanHouten (New York)
GARDINER & WELLS CO., INC., *a-d-e-g*	150 Madison Ave. New York City	John J. Corkery
GARVEY-ANDERSON CO.	111 Opera Place. Cincinnati, O.	
GATES & CO., W. N.	409 Garfield Bldg. Cleveland, O.	
GAYLOR, ALBRO C.	280 Broadway New York City; 29 S. LaSalle Et. Chicago, Ill.	A. C. Gaylor
GELLES ADV. AGENCY, *d*	11 East Fordham Road Bronx, N. Y.	Jerome M. Lichtenberg
GENERAL ADVG. CO *e*	75 N. New Jersey St. Indianapolis, Ind.	
GENERAL ADV. SALES CORP.	Hollingsworth Bldg. Los Angeles, Cal.	
GENESEE ADV. AGCY	45 E 17th St. New York City	
GEPHART & PRICE *d*	330 6th Ave. McKeesport, Pa.	Geoffery H. Price
GERBER CO., JOSEPH R.	281 12th St. Portland, Ore.	H. B. Kennedy
GERMO, ELEANOR *d*	Detwiler Bldg. Los. Angeles, Cal.	Zoe A. Battu
GEYER-DAYTON ADV. CO. *a-c-f-g*	Dayton Sav. & Trust Bldg. Dayton, O.	B. B. Geyer
GILL, J. NELSON	489 5th Ave. New York City	J. Nelson Gill
GILLAM'S SERVICE	110 W. 34th St. New York City	
GILLESPIE & CO. *d*	Empire Bldg. Detroit, Mich.	C. W. Gillespie; O. A. Gillespie
GILLHAM CO., INC., L. S. *a-d-e-f-g-h*	843 San Julian St. Los Angeles, Cal.; Yates Bldg. Salt Lake City, Utah	Hugh Stillwell (Los Angeles); E. L. Bourne; Thaddeus Evans (Salt Lake City)
GLADE & GILES ADV. AGCY	Box 7, Sugar Sta. Salt Lake City, Utah	
GLASER & MARKS, INC. *d-e-g*	234 Boylston St. Boston, Mass.	E. D. Parent
GLOBE ADV. ACCY., INC. *e-g*	17½ S. Main St. S. Norwalk, Conn.	Thomas H. Canty
GOEBEL ADVG. SERVICE *d*	Lafayette Bldg. Detroit, Mich.	M. M. Goebel, Jr.
GOLDEN CO., LOUIS H.	53 N. Duke St. Lancaster, Pa.	L. H. Golden
GOLDINE ADV. AGCY	445 Broadway Albany, N. Y.	
GOLDMAN ADV. SERVICE. INC. *a*	1270 Broadway New York City	
COLDMAN, CARRIGAN & CO., INC. *e-g*	565 5th Ave. New York City; Binghamton, N. Y.	James C. Brownlaw (Binghamton, N. Y.)
GOLDSMITH CO. *a-e*	207 Market St. Newark, N. J.	Hyman R. Levy; Benj. Blank; Benj. Levine
GOLDSMITH, L. S.	244 5th Ave. New York City	
GOLDSTEIN, LOUIS L.	43 Fulton St. New York City	Louis H. Goldstein
GOOD ADV. CO., H. H.	45 Murray St. New York City	
GOODCELL - PARTON ADVG. AGCY.	Mills Bldg. San Francisco, Cal.	
GOODE & BERRIEN, INC. *a-d-e-f-g-h*	19 W. 44th St. New York City	W. M. Engelmann
GOODNOW ADVG. AGCY., MARC N. *d*	American Bk. Bldg. Los Angeles, Cal.	Marc N. Goodnow
GOODMAN, PHILIP	555 5th Ave. New York City	
GOODWIN ADV. AGCY., INC., A. O.	Richmond, Va.	
GOODWIN, INC., H. C. *a-e-f-g*	19 Main St. W. Rochester, N. Y.	H. C. Goodwin; A. T. Jones; A. T. Stewart; E. G. Countryman
GOODWIN-MANN, INC.	Cen. Nat. Bk. Bldg. Richmond, Va.*; 19 W. 34th St. New York City	
GORDON-MARK CO. *d-f*	Rockaway Bldg. Cincinnati, O.	R. Hoffman; Joe J. Marx; H. Schneiderman
GORMLEY-SMITH-PEIFER, INC. *a-d*	1312 Atlantic Ave. Atlantic City, N. J.	W. Lane Dilg
GORNAY, INC. *g*	605 5th Ave. New York City	
GOTHAM ADV. CO. *d-e-f*	114 Liberty St. New York City	
GOULD CO., M. P. *a-d-e-g-h*	450 4th Ave. New York City	
GOULD ADV. AGCY., P. T. *d-e-g*	University Bldg. Detroit, Mich.	P. T. Gould
GOULSTON ADV. AGCY., INC., ERNEST J. *a-e-g*	18 Tremont St. Boston, Mass.	Page S. Edmands
GRAY ADV. CO., INC. *a-d-e-f-g*	Hall Bros. Bldg. Kansas City, Mo.	J. W. Hubbell
GRAY & CO., A. A. *f-g*	133 W. Wash'ton St. Chicago, Ill.	A. A. Gray
GRAY, RUSSELL T. *f*	624 S. Michigan Av. Chicago, Ill.	H. A. Scribner; Frank S. Rieder
GRAYHURST & SCOTT	16 W. 45th St. New York City	
GREEN ADV. AGENCY, INC., CHARLES C. *a-d-e-g*	15 W. 37th St. New York City*; 1345 Arch St. Philadelphia, Pa.	Miss D.K.Colledge; Miss E. Deery
GREEN ADVG. AGCY., DR. C. W. *a*	225 5th Ave. New York City	J. W. Dickey
GREEN & CO., INC., H. B. *a-d-e-g*	103 South St. Baltimore, Md.	H. V. Quenson
GREEN-FULTON-CUNNINGHAM CO. *a-d-e-f-g-h*	Steger Bldg. Chicago, Ill.	Alfred J. Grobe
GREENE, CARL H.	New York City	
GREENLEAF CO. (MASS)	41 Mt. Vernon St. Boston, Mass.*	G. R. Dunham
GREENLEAF ADV. CORP. (NEW YORK) *a-e-f-g-h*	516 5th Ave. New York City	Charles W. Foley
GREGG, HAMILTON	Denver, Col.	
GREIG & WARD, INC. *g*	155 E. Superior St. Chicago, Ill.	
GRENELL ADV. AGENCY, *d*	Book Bldg. Detroit, Mich.	A. A. Levenseller
GREVE ADV. ACCY., INC. *a-d-e-g-h*	Hamm Bldg. St. Paul, Minn.	A. B. Connolly
GRIBBIN, HARRIS	St. Joseph, Mo.	
GRIFFIN & JOHNSON & MANN, INC. *a-d-e-f-g-h*	350 Madison Ave. New York City	C. H. Johnson
GRIFFITH ADVG. AGENCY	Keefe Bldg. Racine, Wis.	
GRISWOLD - ESHLEMAN CO., THE *d-e-f-g-h*	Leader Bldg. Cleveland, O.	
CROESBECK, HEARN & HINDLE, INC. *a-d-e-f-g*	350 Madison Ave. New York City	John C. Hindle; Frank M. Jacobs
GUARDIAN ADV. CORP.	975 6th Ave. New York City	
GUENTHER-BRADFORD & CO. *a-d-e-g*	7 S. Dearborn St. Chicago, Ill.	William O'Brien
GUENTHER-GLAZE ADV. AGCY. *d-e*	Jenkins Bldg. St. Joseph, Mo.	Wm. H. Guenther
GUENTHER-LAW, INC. *a-e-f-g*	133 Cedar St. New York City	Victor J. Cevene; Emmitt Carrigan
GUILLEMET, INC.	18 W. 34th St. New York City	H. S. Harvey
CUMBINER, LAWRENCE C.	347 5th Ave. New York City	F. D. Cruikshank
GUNDLACH ADV. AGCY. *a-d-e-g*	Wrigley Bldg. Chicago, Ill.*; Flatiron Bldg. New York City	J. L. Stewart; C. F. Noyes (Chicago); O. H. Clark (New York)
GUNNELL, INC.	30 N. Michigan Av. Chicago, Ill.	
GUNNISON, INC., STANLEY E. *a-d-e-g*	30 Church St. New York City	Robt. J. Chambers
GURWIT ADV. AGCY	208 N. Wells St. Chicago, Ill.	

H

	Address	Space Buyers
HAASE, FREDERICK J. *d*	132 W. 42d St. New York City	Frederick J. Haase
HADDEN, HOWARD S. *e*	331 Madison Ave. New York City	
HAHN-RODENBERG CO., THE *d*	Broadwell Bldg. Springfield, Ill.	C. E. Hahn; Orion O'Herron
HAINES ADVG. AGENCY, J. B. *a-d-e-g*	1218 Chestnut St. Philadelphia, Pa.	A. M. Kelly; C. S. Haines
HALL ADV. CO.	104 W. 9th St. Erie, Pa.	R. W. Hall
HALL CO., INC., CHARLES A. *d-e-f*	1st Nat. Bank Bldg. Omaha, Neb.	D. J. Hall; J. B. Caldwell
HALL ADV. AGCY., S. ROLAND *a-e-f-g*	1st Nat. Bk. Bldg. Easton, Pa.	
HALL & EMORY AGCY., INC. *a-d-e-g*	42 N. 9th St. Portland, Ore.	L. Van Anderson; I. W. Olson
HALL & PARKER *a-e*	17th & Sansom Sts. Philadelphia, Pa.	
HALLOCK, W. W. *d-e*	239 W. 39th St. New York City	W. W. Hallock
HALLOWELL, C. S.	103 Park Ave. New York City	
HAMILTON ADV. AGCY., INC., J. R. *a-e-g*	326 W. Madison St. Chicago, Ill.	
ROBERT HAMILTON *d-e-f-g*	207 4th Ave. New York City	O'Brien Atkinson
HAMILTON, WILLIAM IRVING *e-g*	267 5th Ave. New York City	
HAMILTON & BAMFORD *d-e-f-g*	522 5th Ave. New York City	W. H. Bamford, Jr.
HAMMAN, K. L. *d-e-f*	525 Market St. San Francisco, Cal.; 316 13th St. Oakland, Cal.	C. F. Jenz (Oakland)
HAMMEL & DERMOTT	Century Bldg. Indianapolis, Ind.	J. T. McDermott
HAMMEL, SUTPHEN & FARKER, INC. *d-i*	Mer. Nat. Bk Bldg. Los Angeles, Cal.	Fred J. Myers, Jr.
HANBERY CO., WELCH *d*	Central Bldg. Long Beach, Cal.	Welch Hanbery; Harry A. Baker; Frank C. Bliss
HANFF-METZGER, INC. *a-e-f-g-h*	95 Madison Ave. New York City	C. J. G. Atkinson; Edwin J. Byrne
HANKINS ADV. AGCY., W. B. *e*	120 N. Erie St. Toledo, O.	
HANSER ACCY., INC. *a-d-e-g*	12 E. 44th St. New York City	H. Scott Conley
HANNAH-CRAWFORD CO. *e*	Milwaukee, Wis.	
HARDY, INC., WALTER E. *a-f-g*	111 W. Monroe St. Chicago, Ill.	
HARGRAVE-CUMMINGS CO.	Blake Bldg. Oakland, Cal.	
HARRIS ADVG. CO.	171 Madison Ave. New York City*; Land Title Bldg. Philadelphia, Pa.	
HARRIS ADVG. AGENCY	Bakersfield, Cal.	
HARRIS, DANIEL	220 Blake Block. Oakland, Cal.	
HARRIS, E. C.	25 W. Peachtree St. Atlanta, Ga.	E. C. Harris
HARRISON CO.	St. Louis, Mo.	
HARRISON, E. MAYNARD	Marsh-Strong Bldg. Los Angeles, Cal.	E. M. Harrison; Frances Cassidy
HART ADV. AGCY., FREDERIC B. *d-f*	1323 S. Mich. Ave. Chicago, Ill.	F. B. Hart
HARRISON-LANDAUER, INC.	Calvert Bldg. Baltimore, Md.	
HARTWIG ADV. CO., INC. *d*	Wainwright Bldg. St. Louis, Mo.	H. A. Hartwig
HARTZELL CO., J. H. *g*	Bulletin Bldg. Philadelphia, Pa.	
HARVEY ADV. AGCY., INC. *a-b-d*	Walton Bldg. Atlanta, Ga.	
HATCHER & YOUNG *e-g*	508 S. Dearborn St. Chicago, Ill.	F. G. Hatcher
HATFIELD & CO.	160 Broadway New York City	
HAULENBEEK AGENCY, G. H.	2 W. 45th St. New York City	
HAVEN, EDWIN H. *d-e-g*	5 & 7 Beekman St. New York City	E. H. Haven
HAWES ADVG. AGENCY	342 S. Dearborn St. Chicago, Ill.	A. C. Wenzel
HAWK, C. FRANKLIN *d*	423 Euclid Ave. Cleveland, O.	C. Frank Hawk
HAWKEYE ADV. CO.	Manitou, Col. Brown Block. Clarinda, Iowa	J. Fred Thomas
HAWKIND, WILLIS M.	Coca-Cola Bldg. Kansas City, Mo.	
HAWLEY ADV. CO., INC. *a-d-e-f-g-h*	95 Madison Ave. New York City	Miss M. L. Milligan; William H. Meyer
HAYDOCK & CO., W. H.	109 W. 42d St. New York City	
HAYS ADV. AGCY., INC. *a-e-g*	246 College St. Burlington, Vt.	
HAZARD ADV. CORPORATION *a-e-f*	7 E. 42d St. New York City	James McCurrach; C. H. Hazard
HEILBRONNER, A. H. *d*	1st Nat. Bk. Bldg. Butte, Mont.	A. H. Heilbronner
HELD ADVG. CO. *d*	Bigelow Bldg. Seattle, Wash.	J. F. Held; J. E. Penner
HELLWIG CO., INC., E. W. *a-d-e-g*	9 E. 40th St. New York City	C. J. O'Reilly
HENKE, INC. *e*	57 E. Huron St. Chicago, Ill.	
HENRI, HURST & McDONALD *a-d-e-f-g*	58 E. Wash'ton St. Chicago, Ill.	Gerald F. Canser
HENRICKSON, CARL I. *d-e*	417 S. Dearborn St. Chicago, Ill.	C. I. Henrickson
HERNDON-JOHNSON ADV. CO., INC.	F. & M. Bank Bldg. Fort Worth, Tex.	E. Julian Herndon; C. C. Johnson, Jr.
HERR, JAMES G.	McKnight Bldg. Minneapolis, Minn.	
HERTZ-HANDLEY CO.	157 E. Ohio St. Chicago, Ill.	
HEWITT, GANNON & CO., INC. *a-e-g*	52 Vanderbilt Ave. New York City	
HEYL, MARTIN L.	Union Arcade Pittsburgh, Pa.	
HIBSON & BRO. *a-d*	116 Nassau St. New York City	C. H. O'Donnell; Harry B. King; Joseph Dorfman
HICKS ADV. AGCY. *a-d-e-g*	52 Vanderbilt Ave. New York City	Marcus F. Weinberg
HICKS & STAFF, B. W. *d*	1303 Main St. Wheeling, W. Va.	B. W. Hicks; C. L. Madden; George W. Smith
HIGHAM, LTD., CHARLES F.	Imperial House, Kingsway London, England*; 1 W. 37th St. New York City	Miss Cook (N. Y.)
HILL CO., INC., ALBERT P. *a-d-e-f-g-h*	233 Oliver Ave. Pittsburgh, Pa.	Herbert Gerwig
HILL CO., W. S., OF NEW YORK *a-e-f-g*	323 4th Ave. Pittsburgh, Pa.	Edw. W. Hempel
HILL CO., W. S.	18 West 40th St. New York City	
HILL-WINSTEN CO. *g*	Berkeley Bldg. New York City	A. W. Hill; H. J. Winsten
HINDS ADV. AGCY., L. A.	615 Congress St. Portland, Me.	
HIRSCH, LOUIS J. B. *d*	303 4th Ave. New York City	
HITZ, FRANK J.	Chattanooga, Tenn.	
HOFHEIMER, S. D. *e-f-g*	Land Title Bldg. Philadelphia, Pa.	S. D. Hofheimer
HOFFHINE BULLETIN SYSTEM	709 Moss St. St. Joseph, Mo.	
HOFFMEYER-RUTLEDGE CO.	Garfield Bank Bldg. Cleveland, O.	

(Continued on page 138)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

Mount Vernon New Rochelle

THE TWIN CITY DAILIES

WILL CARRY YOUR MESSAGE TO OVER

135,000 PEOPLE IN WESTCHESTER COUNTY, N. Y.

Mount Vernon
Population Estimated
1924—49,000

The Daily Argus
Average
Daily
Circulation
October, November
and December, 1923

9,320

The
Fourth
Richest
Buying
Section
In
the State

New Rochelle
Population Estimated
1924—43,000

The Standard-Star
Average
Daily
Circulation

7,149

The Largest Newspaper Circulation in Westchester County Under One Ownership. Area Includes

MOUNT VERNON NEW ROCHELLE
NORTH PELHAM MAMARONECK
PELHAM HEIGHTS LARCHMONT
PELHAM MANOR EASTCHESTER
TUCKAHOE — BRONXVILLE — SCARSDALE — QUAKER RIDGE SECTION

Westchester's Greatest Advertising Mediums—

THE DAILY ARGUS
Mount Vernon

THE STANDARD STAR
New Rochelle

Advertising for 1923

7,911,932 lines of Paid Advertising. A gain of 675,794 lines over 1922.

Since the consolidation on July 1, 1922 of The Evening Standard and The Daily Star, great progress has been made. The Standard-Star for 6 months carried 735,936 lines of advertising.

2 COMPLETE PLANTS
MOUNT VERNON
40-page press
11 Linotypes
1 Ludlow
NEW ROCHELLE
24-page press
9 Linotypes
1 Ludlow

Published by

WESTCHESTER NEWSPAPERS, Inc.

Franklin A. Merriam, President

Foreign Representative
GEORGE B. DAVID & CO.
NEW YORK, 110 E. 42nd Street CHICAGO, 1411 Hartford Avenue

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 136)

	Address	Space Buyers
HOGE, INC., HUBER *e-g*	347 Madison Ave...New York City....	
HOLDEN ADV. AGCY., JOHN T. *d*	Oschner Bldg.....Sacramento, Cal...	J. T. Holden
HOLLAND ADV. CO., INC.	244 5th Ave.....New York City....	
HOLLAND ADV. AGCY., JOHN A. *d*	68 Devonshire St..Boston, Mass.....	John A. Holland
HOLMES ADVG. AGCY., C. A.	Westinghouse Bldg.Pittsburgh, Pa.....	
HOLMES ADV. AGCY., FRANCES *a-d-e-g*	1 N.Van Nuys Bldg.Los Angeles, Cal...	
HONIG-COOPER CO., INC. *a-d-e-g-h*	74 New Montg'y St.San Francisco, Cal.* 180 N. Wabash Ave.Chicago, Ill..... 1 W. 37th St.....New York City....	Clara H. Sachs, San Francisco
HOOPS ADV. CO. *a-d-e-f-g-h*	9. E. Huron St....Chicago, Ill.....	Charles H. Marvin
HOOPES ADVG. AGCY., EDGAR M., INC. *a-d*	Equitable Bldg....Wilmington, Del...	E. M. Hoopes, Jr. B. L. Hoopt
HOPPER ADVG. AGCY., INC. *e*	110 W. 40th St....New York City....	
HORNE & LIVINGSTON *a-d-e*	1st Nat. Bk. Bldg.San Francisco, Cal.	Chas. A. Horne L. G. Livingston
HORSTING & CO.	1st Nat. Bk. Bldg.Chicago, Ill.....	
HOUGHTON COUNTY ADV. AGCY.	832 Lake Ave.....Hancock, Mich.....	
HOUSE OF HUBBELL *d-e*	648 Huron Road...Cleveland, O.....	I. M. Adams
HOUSE OF LIGHTFOOT	1 Madison Ave....New York City....	
HOUSTON ADV. SERVICE CO. *d-f*	Marsh-Strong Bldg.Los Angeles, Cal...	A. J. Houston
HOWARD ADV. SERVICE	Transportat'n Bldg.Chicago, Ill.....	
HOWARD CO., INC., E. T. *a-e-g*	117 W. 46th St....New York City....	J. P. Daniel
HOWARD, FRANK B.	257 Main St.....Poughkeepsie, N. Y.	
HOWE ADVG AGCY. *d*	Realty Bldg.....Port Arthur, Tex..	A. W. Howe
HOWER ADV. AGCY CO. *a-c-f-g*	Ernest & Cranmer Bldg. .....Denver, Col.....	C. M. Hower C. F. Woolley M. R. Pratt
HOWLAND ADV. AGCY., INC., H. S. *a-e-g*	20 Broad St.....New York City....	R. H. Howland H. S. Howland
HOYT CO., INC., CHARLES W. *a-d-e-f-g-h*	116 W. 32d St.....New York City*... Little Bldg.....Boston, Mass.....	John S. Boyd
HUBBARD BROTHERS CO. *d*	3d Nat. Bk. Bldg.Springfield, Mass... 515 N. 61st St....Philadelphia, Pa... 21 Park Row.....New York City....	W. W. Hubbard
HUBBARD PUBLICITY CO.	324 Atlas Block....Salt L'ke City,Utah.	A. E. Hubbard
HUDSON ADV. CO. *d*	135 Broadway.....New York City....	T. Murray
HUFF, CHARLES H. *d*	Chemical Bldg.....St. Louis, Mo.....	Charles H. Huff
HULL, HARWOOD	81 San Francisco St.San Juan, Porto Rico	
HULL & CO., W. H. H. *a-e-f-g-h*	Tribune Bldg.....New York City....	John Lang
HULSCHER-ROTHENBERG, INC. *d-e-g*	2 W. 45th St.....New York City....	
HUMBERT & JONES, *f*	239 West 39th St..New York City....	
HUMMERT-HATFIELD CO. *d-g*	Chemical Bldg.....St. Louis, Mo....	C. P. Hatfield
HUMPHREY CO., H. B. *a-d-e-g-h*	581 Boylston St...Boston, Mass.....	Henry B. Humphrey
HUMPHREYS & MATTHEWS, *d-e*	Exchange Bldg....Stockton, Cal.....	Dave S. Mattheur M. S. Dunnagan
HUNT CO., ATLEE F. *a-d-e-f*	Lyon Bldg.....Oakland, Cal.....	
HUNT CO., C. B.	20 Vesey St.....New York City....	
HUNT-LUCE AGCY., INC. *a-d-e*	Park Sq. Bldg....Boston, Mass.....	Geo. B. Hunt Harry L. Stone
HUNTER'S ADVG. SERVICE	14 W. Wash'ton St.Chicago, Ill.*..... 116 W. 39th St....New York City....	Paul C. Hunter
HUNTINGTON CO. *d*	143 W. 127th St...New York City....	M. E. Carlson
HUNTINGTON & ASSOCIATES, R. T.	47 W. 34th St.....New York City....	
HURD, RALPH G.	Lincoln Bldg.....Bridgeport, Conn..	
HURJA-JOHNSON HUWEN, INC. *d-f*	Hearst Bldg.....Chicago, Ill.*..... Wright & Collender Bldg. .....Los Angeles, Cal...	A. O. Hurja
HUTCHINS ADVG. CO., INC. *d*	10 S. Union St...Rochester, N. Y...	M. S. Hutchins
HYATT CO., NILES G. *e*	Masonic Temple...Phoenix, Ariz.....	
HYSKELL & SON, INC., FREDERICK *d-e-g*	Henry Bldg.....Portland, Ore.....	F. T. Hyskell

I

	Address	Space Buyers
INDEPENDENT ADV. CO.	Ind. Life Bldg....Nashville, Tenn....	
INGALLS ADV. AGCY., EDWIN W.	333 Union St.....Lynn, Mass.....	
INGOLDSBY CO., WILLIAM A. *a-d-e-g*	Cham. of Com. Bldg.Los Angeles, Cal.*. Electric Bldg.....San Diego, Cal....	A. L. Callopy William M. Geddes
INTERNATIONAL ADV. AGCY. *d*	Middle City Bldg..Philadelphia, Pa...	
INTERNATIONAL ADV. CO.	Oswego, N. Y.....	
INTERNATIONAL PRESS ASSN.	15 Park Row.....New York City.... 287 Broadway ....New York City.... 56 Potsdamer St...Berlin, Germany...	Carl Bruhn W. J. Siegrist
INTERNATIONAL PROPRIETARIES, NC.	108 Peachtree St...Atlanta, Ga.....	Quimby Milton
INTER-STATE ADV. AGCY.	Sherman, Tex.....	
IRELAND, ATHUR E.	405 4th Ave.....Pittsburgh, Pa.....	
IRELAND ADV. AGCY., J.	Lock Box 199.....Elizabeth, N. J....	
IRONMONGER ADV. AGCY., C. *a-d-e-g-h*	23 E. 26th St.....New York City....	
IZZARD CO. *a-e-g*	Times Bldg.....Seattle, Wash.*.... Call Bldg.....San Francisco, Cal.	

J

	Address	Space Buyers
JACOBS & CO. *b-d*	Jacobs Bldg.....Clinton, S. C.....	M. E. Wilson
JACOBS AGCY., DILLARD *a-b-d-e-g*	Candler Bldg.....Atlanta, Ga.....	R. S. Peacock
JAFFE & JAFFE *d*	Lissner Bldg.....Los Angeles, Cal...	Rubin Jaffe Ben Jaffe
JAMAICA ADVG. SERVICE. *d*	360 Fulton St.....Jamaica, N. Y. ...	S. M. Hall
JAMIESON & CO., INC. *d-g*	353 5th Ave.....New York City....	W. A. Raidy
JARNAGIN ADVG. AGCY., J. R. *d*	Volunteer Bldg....Chattanooga, Tenn..	J. R. Jarnagin L. A. Frank C. P. Wright
JAYO ADVG. AGCY., INC. *d*	213 W. 4th St.....Winst'n-Salem. N.C.	H. Tracy Odom
JEFFERSON & CO., H. M.	Niles, Mich.....	
JENKINS, FARSON & WALBERG, INC. *e-g*	Wrigley Bldg.....Chicago, Ill.....	
JENKINS-MARTIN *g*	1713 Sansom St....Philadelphia, Pa...	A. L. Martin
JENNER, GEORGE O. *d*	6912 Hollyw'd Blvd.Hollywood, Cal.....	
JEWISH ADV. & PUBLICITY AGCY.	158 E. Broadway..New York City....	
JEWISH PUBLICITY SERVICE, INC.	116 W. 39th St....New York City....	Samuel Insulbuch
JOERNS CO., NC., ARNOLD *a-e-f-g*	26 E. Huron St....Chicago, Ill.....	P. A. Johnson
JOHNSON ADVERTISER'S SERVICE BUREAU, INC., CARDNER	Star Bldg.....Washington, D. C..	Gardner F. Johnson
JOHNSON-DALLAS CO. *a-d-e-g-h*	Greenfield Bldg.....Atlanta, Ga.....	B. E. Wyatt J. T. Thompson
JOHNSON & McBRIDE	Cardner Bldg.....Utica, N. Y.	
JOHNSON-READ & Co. *a-d-e-f-g-h*	202 S. State St....Chicago, Ill.....	Carl H. Jenkins
JOHNSTON-AYRES CO. *a-d-e-f-g-h*	525 Market St....San Francisco, Cal.* 316 13th St.....Oakland, Cal.....	C. G. Payne (San Francisco C. F. Jenz (Oakland
JONES SONS CO., EDWARD S. *f-g*	178 Union Ave....Providence, R. I..	R. B. Jones O. T. Metcalf
JONES CO., RALPH H. *a-e-g-h*	1st Nat. Bk. Bldg.Cincinnati, O.*.... 171 Madison Ave..New York City....	R. H. Jones, W. C. Klause (Cincinnati); E. R. Trangmar (New York)
JONES-MORTON, INC. *a-d*	348 Main St.....Johnstown, Pa....	
JONES ADV. AGCY., INC., LIE B. *a-e-f-g*	WY-107 Chenango St...Binghamton, N. Y.* 381 4th Ave.....New York City.... McCann Bldg., N. S. W.....Sydney, Australia.	B.W.Heimer (Binghamton)
JORDAN ADVG. SERVICE, INC. *d-e*	de Lendrecie Blk..Fargo, N. D.*..... Minneapolis, Minn.	W. D. Jordan (Fargo)
JOSEPH ADV. AGCY., JESSE M. *a-e-f-g*	Union Cent. Bldg..Cincinnati, O.....	Jesse M. Joseph Eli Cohan M. L. Staadker

K

	Address	Space Buyers
KAHN, SIGMUND *e-g*	1328 Broadway.....New York City....	Sigmund Kahn C. H. Norwood
KALETZKY ADV. AGENCY CHARLES H. *d*	527 S. Warren St..Syracuse, N. Y....	
KA-LO SERVICE, INC.	152 W. 42d St....New York City....	Lester A. Loeb
KAMSLER CO., INC., SETH *e-f*	1123 Broadway ....New York City.... Detroit, Mich.....	
KAPLAN, RALPH M.	263 5th Ave.....New York City.....	
KARRER ADV. SERVICE *d*	113 Lincoln St.....Boston, Mass.....	H. J. Manthorne
KASS & CO., W. I.	36 E. 23d St.....New York City....	
KASTOR & SONS ADVG. CO., H. W. *a-e-g*	14 E. Jackson Blvd.Chicago, Ill..... Arcade Bldg.....New York City.... 52 Vanderbilt Ave.Kansas City, Mo...	A. G. Kastor
KATZ CO., JOSEPH *a-d-e-f-g*	506 Park Ave.....Baltimore, Md.....	Joseph Katz Edwin E. Self Louis E. Sheets M. R. Riorden
KAUFMAN-CLIFFORD, INC.	Webster Bldg.....Chicago, Ill.....	
KAW ADV. AGCY.	Aetna Bldg.....Topeka, Kans.....	
KAY CO., J. ROLAND *a-d-e-g*	161 E. Erie St....Chicago, Ill..... 18 E. 41st St.....New York City.... 3 Aoi-Cro, Akasaka.Tokyo, Japan ..... 27, Rue de Rome..Paris, France..... 137 Salisbury Sq., Fleet St. E. C..London, England... 255A George St....Sydney, Australia.	
KEANE, N. W. *a-g*	95 Nassau St.....New York City....	
KEAN'S SERVICE, INC.	16 Central St.....Boston, Mass.....	Charles D. Kean
KEARNEY ADV. CO. *d*	Phoenix Bldg.....Butte, Mont.....	
KEECH & BECK *d-e-g*	1269 Broadway....New York City....	Wm. B. Collins
KEEFER ADV. AGENCY *d*	Albee Bldg. .....Washington, D. C..	C. A. Keefer
KEEFER, C. A.	Revena, N. Y.....	
KEELOR & HALL CO. *e-f*	325 E. 4th St.....Cincinnati, O.	S. B. Mallon R. E. Forshee
KEEMER CO., CLARENCE B.	Toledo, Ohio.....	
KEENAN ADV. AGCY., J. L. *e-g*	550 E. Main St....Rochester, N. Y...	J. L. Keenan J. E. Keenan
KEESHEN ADV. CO. *d-e*	2½ W. 1st St.....Okla. City, Okla..	
KEHLER, JAMES HOWARD	645 N. Michigan Av.Chicago, Ill..... 9 E. 40th St.....New York City....	
KEIM ADVG AGCY. *d*	1517 3d Ave.....New York City....	
KEITER, JR., F. W.	122 S. 18th St.....Philadelphia, Pa...	
KELLAM & FISHER *d*	Ledger-Dispt. Bldg.Norfolk, Va.....	Louis Fisher, Jr. (Miss) Virginia Chandler
KELLEY CO., MARTIN V. *a-d-e-g*	2d Nat. Bk. Bldg..Toledo, O.*..... 9 W. 44th St.....New York City....	C. Wohlpart (New York)
KELLY, EDWARD M.	952 Ellicott Sq.....Buffalo, N. Y.....	
KELSEY, FENTON	People's Gas Bldg..Chicago, Ill.....	
KELSEY - MOONEY - STEDEM, INC. *e-f*	Chronicle Bldg....San Francisco, Cal..	E. J. Sander E. N. Kelsey
KEMPER & THOMAS	Cincinnati, O.....	
KENDALL CO	102 W. 42d St....New York City....	
KIERNAN & CO., FRANK *a-e-g*	135 Broadway.....New York City....	
KILMER AGENCY, WILLIS SHARPE	Lewis & Chenango Sts. .....Binghamton, N. Y.	Edith Quirk
KINDSGRAB CO., INC. *e*	41 Union Square...New York City....	
KING, JOHN S. *a-e-g*	Newman-Stern Bldg.Cleveland, O.....	E. L. Goldbach
KINGSTON CO.	Citizens' Bldg.....Cleveland, O.....	
KINNEY & MURRAY	25 Church St.....New York City....	H. G. Murray
KIRBY, LEO E. W.	116 W. 39th St....New York City....	Leo E. Kirby
KIRKGASSER & CO., GEORGE J. *d-g*	Wrigley Bldg.....Chicago, Ill.....	L. A. Drew Geo. J. Kirkgasser
KIRKPATRICK ADV. SERVICE, W. S. *a-e*	Northwestern Bank Bldg. .....Portland, Ore.....	
KIRTLAND-ENCEL CO. *a-e-g*	646 N. Michigan Av.Chicago, Ill.....	
KLAU-VAN PIETERSOM-DUNLAP, INC. *a-d-e-g-h*	417 Sycamore St...Milwaukee, Wis....	F. DeWolfe A. Van Pietersm
KLAUSNER, JULIUS	280 Madison Ave..New York City....	
KLEIN ADV. CO.	1 W. 34th St.....New York City....	
KLEINMAN ADV. AGCY., H. J. *d*	1215 Filbert St....Philadelphia, Pa...	H. J. Kleinman R. C. Crane O. B. Sutherland
KLINE ADV. AGCY.	Kline Bldg.....Kent, O.*..... 1442 E. 112th St...Cleveland, O.....	M. S. Kline (Cleveland) F. L. Kline (Kent)
KLING CO., ARTHUR R.	Rea Bldg.....Terre Haute, Ind.. Merch. Bk. Bldg..Evansville, Ind....	
KLING-GIBSON CO. *a-e-f-g*	220 S. State St....Chicago, Ill.....	Caroline E. Bonnesen
KLOTZ & CO., H. M.	1st Nat. Bk. Bldg..Hammond, Ind.....	
KNIGHT CO. *a*	137 S. La Salle St..Chicago, Ill.....	
KNIGHT, INC., EMERSON B. *d-g*	319 N. Penn St....Indianapolis, Ind...	E. B. Knight R. W. Gilliland
KNOWLES CO., S. E.	320 Market St.....San Francisco, Cal.	
KOBBE., INC., PHILIP *a-e-g*	258 5th Ave.....New York City....	W. H. Kern
KOCH CO., INC. *a-d-e-f-g-h*	432 Broadway Milwaukee, Wis....	M. M. Taylor C. F. Bennett C. E. Walters
KOCH'S ADV. AGCY.	208 Broadway .....Brooklyn, N. Y....	
KOHL ADVERTISING ACENCY. *d*	Fidelity Bldg.....Tacoma, Wash.....	H. F. Kohl
KOHORN ADV. AGENCY, H. B. *d*	Leader-News Bldg..Cleveland, O.....	H. B. Kohorn
KOLLOCK, EDWARD D. *a-d-g*	201 Devonshire St..Boston, Mass.....	E. D. Kollock
KOONS & CO. *d*	Dixie Terminal.....Cincinnati, O.....	Clem B. Riesenbeck
KOSTER ADV. AGCY.	365 E. 169th S....New York City....	
KRAFF ADV. AGCY. *a-d-e-f*	Marquette Bldg....Minneapolis, Minn..	Norm E. Kraff Roger C. Rawan J. Anderson
KRICHBAUM-LIGGETT CO. *e-f*	Engineers Bldg....Cleveland, O.....	
KROH, HARRY H.	280 Broadway.....Asbury Park, N. J. New York City....	
KRUEGER ADVG. AGCY., JOHN C. *d*	32 Clinton St..... Kinmonth Bldg. ...Newark, N. J.....	John G. Krueger William Rankin
KUNSMAN ADVG. SERVICE	528 Washington St.Reading, Pa.....	

L

	Address	Space Buyers
LAFFERTY ADV. SERVICE *d*	Savings Bank Bldg.Grand Rap., Mich.	T.W. Lafferty, Sr. J. W. Lafferty, Jr.
LAFLEN, H. A.	Syndicate Bldg....Oakland, Cal.....	
LAKE & DUNHAM ADV. AGCY., INC. *a-b-d-e-g*	Exchange Bldg.....Memphis, Tenn....	Henry Lake Ed. S. Dunham A. Spiro
LAMBERT & FEASLEY, INC. *a-d-f-g*	17 E. 49th St.....New York City....E. Whitlock	
LAMAR, REJANNIER & McLEON	125 West 42nd St..New York City....	
LAMPORT-McDONALD CO. *a-d-e-f-g*	J. M. S. Bldg....South Bend, Ind...E. B. Gemberling	

(Continued on page 140)

EXPLANATION OF KEY LETTERS

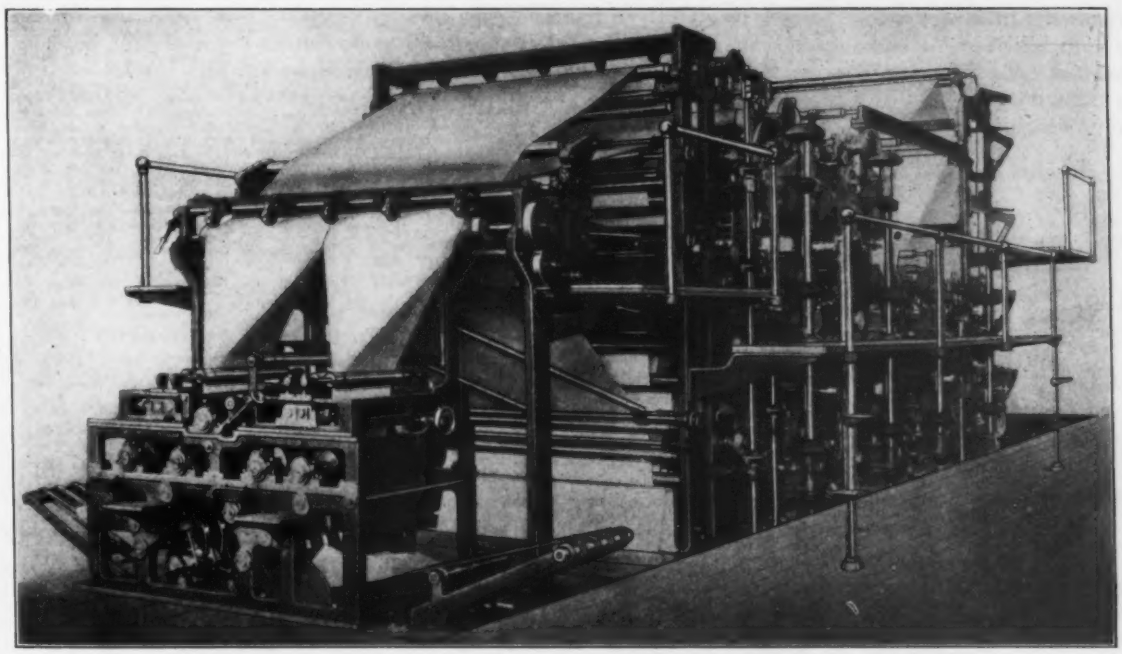
A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

NIAGARA FALLS GAZETTE
Where one of these presses may be seen in daily operation

A Press for 40 Pages from 40 Plates

FULL SPEED—NO COLLECTING

30,000 per hour from a single set of plates for **40**-**38**-36-**34**-32-**30**-28-**26**-24 and **22** pages. 60,000 per hour from two deliveries on the smaller runs.



THE DUPLEX 40-PAGE-FOR-PLATE PRESS, PRINTING THE NIAGARA FALLS GAZETTE

THIS press meets the exact needs of the publisher running one or two large editions each week. The large edition, of any number of pages, is produced at the same speed as the smaller issues. There are no collect products at half productive speed and the restriction of four page increments is eliminated.

Duplex construction represents the best materials obtainable and the highest quality of workmanship. Tried and proved principles of design have been adhered to throughout. An investigation and inspection is convincing.

DUPLEX PRINTING PRESS COMPANY

Main Offices & Works—Battle Creek, Mich.

World Building
New York

New Temple Building
Chicago

Chronicle Building
San Francisco

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 138)

	Address	Space Buyers
LAMY ADV. ACCY.	304 Belt Ave. St. Louis, Mo.	
LANDAU, ADOLPH B. *d*	157 E. Broadway New York City	
LANDSHEFT ADV. AGCY. *e-f*	Brisbane Bldg. Buffalo, N. Y.	
LANDSMAN, BENJAMIN *a-d-e*	47 W. 34th St. New York City	Thos. F. McDermott
LANFORD, H. G.	Austell Bldg. Atlanta, Ga.	
LANGDON-LAWRENCE CO.	608 S. Dearborn St. Chicago, Ill.	
LANYON-CUMMINGS SERVICE *d*	Discount Bldg. Cleveland, O.*	I. H. Lanyon
	24 W. 44th St. New York City	J. Hoyt Cummings
LA PORTE & AUSTIN *d-e-f-g*	350 Madison Ave. New York City	F. Benson Teedom
LARCHAR-HORTON CO. *a-d-e-f-g*	44 Franklin St. Providence, R. I.	R. C. R. Noren
	35 Congress St. Boston, Mass.	
LAWYERS' ADV. CO., INC.	55 Liberty St. New York City	
LAY CO., INC., THE *a-d-g*	15 W. 37th St. New York City	
LEDDY & JOHNSTON *a-e-g*	41 Park Row New York City	James F. Martime; Thos. W. Ferrow; Wm. Eichhorn
LEE, L. K.	Dispatch Bldg. St. Paul, Minn.	
LEE, WALKER T.	Atlanta, Ga.	
LEE, WILSON H. *e-g*	6 Church St. New Haven, Conn.	
	945 Main St. Bridgeport, Conn.	
LEES, GEORGE E. *d*	Euclid Bldg. Cleveland, Ohio	G. E. Lees
LEGGETT, J. ALEXANDER	1476 Broadway New York City	
LENHOFF, FRANK W.	22 Quincy St. Chicago, Ill.	
LENINGTON & SHAW ADV. SERVICE	Dallas, Texas	Henry Weissfeld
LENOX HILL ADVG. AGCY. *d*	1318-2d Ave. New York City	Edward O. Lent, Jr.
LENT, EDWARD O., Jr.	168-17th St. Milwaukee, Wis.	
LEON, AGENCY, AUDLEY K.	110 West 34th St. New York City	A. F. Reilly; Audley K. Leon
LESAN ADV. AGCY., H. E. *a-d-e-f-g-h*	440 4th Ave. New York City*	Charles Lansdown
	Republic Bldg. Chicago, Ill.	C. H. Weissner
LESSING ADV. CO. *d-e-g*	94 Grand Ave. Des Moines, Iowa	P. B. Lessing; R. J. Flynn
LEVENE, FRIESLEY CO. *a-e*	604 Mission St. San Francisco, Cal.	Nate LeVene; H. M. Friesley; M. A. Odhener
LEVIN CO., INC., CHARLES D. *a-e-g*	Fisk Bldg. New York City	Henry Blum; Charles D. Levin
LEVEY, H. H. *a-e-g*	Marbridge Bldg. New York City	
LEVY, ALFRED *d-e-g*	171 Madison Ave. New York City	M. Maher
LEWIS ADV. AGCY., INC. *a*	Evening Star Bldg. Washington, D. C.	
LEWIS ADV. CORP. *d-g*	220 Broadway New York City	John Karch
LEWIS & COFFEE ADV. AGCY. *a-b-e*	Citizens & Southern Bldg. Atlanta, Ga.	F. E. Coffee; P. A. Trimble
L'HOMMEDIEU CO.	1625 California St. San Francisco, Cal.	
LIEF, ALFRED	47 West 34th St. New York City	Alfred Lief
LIGHTFOOT, W. R.	1 Madison Ave. New York City	
LICHTS ADV. AGCY.	Birmingham, Ala.	
LILLIBRIDGE, INC., RAY D.	111 Broadway New York City	J. A. Vessey
LILLY & CO., ALFRED	5 N. La Salle St. Chicago, Ill.	
LINCOLN ADV. SERVICE, INC. *d-e*	263 5th Ave. New York City	L. V. Storr
LINDER, EMANUEL *a-d-e*	25 W. 42d St. New York City	
LINDSAY, W. H.	231 W. 39th St. New York City	
LIPMAN, A. *d*	201 Concord St. Brooklyn, N. Y.	
	77 Bowery New York City	
LITTLEHALE ADV. AGCY., INC. *a-d-e-f-g*	175-5th Ave. New York City	Frank M. Weber
LIVERMORE & KNIGHT CO. Co. *a-e-g*	42 Pine St. Providence, R. I.	R. C. R. Noren
LOCALIZED ADV. CORPORATION	200 East Atwater St. Detroit, Mich.	
LOCKWOOD - SHACKELFORD CO. *a-d-e-g*	55 Sutter St. San Francisco, Cal.*	Miss E. Cushing (San Francisco); Mrs. B. Corwin (Los Angeles); R. B. Newel (Chicago)
	643 S. Olive St. Los Angeles, Calif.	
	14 W. Washingt'n St. Chicago, Ill.	
LOEWY ADV. AGCY. *d-e*	5 Beekman St. New York City	Arnold Loewy
LOGAN, INC., THOMAS F. *a-e-f-g-h*	680 5th Ave. New York City	
	332 S. Michigan Av. Chicago, Ill.	
	Hibbs Bldg. Washington, D. C.	
LONG ADV. SERVICE *e-g*	Porter Bldg. San Jose Cal.	Alvin Long
LONG, Jr., CHARLES A.	1420 Chestnut St. Philadelphia, Pa.	
LONG-COSTELLO, INC. *a-e-g*	Mallers Bldg. Chicago, Ill.	
LONG & MAYERS	6 Cortlandt St. New York City	
LORD & THOMAS *a-e-g*	Wrigley Bldg. Chicago, Ill*	
	Marlin-Rockwell Bl. New York City	E. E. Bullis-P. V. Troup (Chicago); D. D. Jones (Los. Angeles)
	Corporation Bldg. Los Angeles, Cal.	
	Surrey House, Victoria Embankment, W.C. 2 London, England	
LOSS, J. H.	3115 Fulton St. Chicago, Ill.	
LOUCHARD ADV. AGCY.	1616½ Main St. Dallas, Texas	
LOUGEE CO., E. F. *d*	4 Fleet St. Haverhill, Mass.	E. F. Lougee
LOVE & LOVE *d*	People's Savings Bank Bldg. Evansville, Ind.	D. E. Love
LOVEKIN CORPORATION, R. E. *f*	10 S. 18th St. Philadelphia, Pa.	Mr. Holland; Mr. Carwood
LOW CO., INC., F. J. *d-e-f-g*	15 W. 44th St. New York City	C. S. Doane
LOYD ADV. AGCY., SAM	246 Fulton St. Brooklyn, N. Y.	
LUNKES ADV. CO.	Northwestern Bldg. Chicago, Ill.	
LYDDON & HANFORD CO., INC. *a-d-e-f-g*	11 James St. Rochester, N. Y.*	John P. McCarthy (Rochester); Dorothy W. Hagen (New York)
	110 E. 42nd St. New York City	
LYNCH, INC., HARRY M. *a-d-e-f*	Citizen's Bank Bldg. Kokomo, Ind.	Harry M. Lynch; C. Ben Wilson
LYON AGCY. *e*	Underwood Bldg. San Francisco, Cal.	M. Stillman
LYON ADVG. AGCY., INC. *a-e-g*	Times Bldg. New York City	J. Bernard Lyon; Ralph A. Sayes; H. R. Mulford; Robert E. Carew
LYTLE CO., J. HORACE *a-d-e-f-g*	Mutual Home Bldg. Dayton, Ohio	S. H. Ankeney; E. O. Frost

M

	Address	Space Buyers
McADAM ADV. SERVICE *d-f*	Advertising Bldg. Wheeling, W. Va.	Will McAdam; Ray B. Goetz
McBRYDE ADVG. AGCY.	Hamilton National Bank Bldg. Chattanooga, Tenn.	
McCANDLISS CO. *d-e*	Commonwealth Bldg. Portland, Oregon	
McCANN CO., H. K. *a-e-f-g-h*	61 Broadway New York City*	F. F. Hilson (New York)
	National City Bldg. Cleveland, Ohio	
	McCann Bldg. San Francisco, Cal.	
	14 King St., E. Toronto, Canada	
	808 Patterson Bldg. Denver, Colo.	
McCARTY COMPANY *d-e-f-g-i*	Detweiler Bldg. Los Angeles, Calif.	T. T. McCarty
McCLURE'S ADV. SERVICE	Union Nat'l Bank Bldg. Cleveland, Ohio	
McCLURE ADV. AGCY., O. J. *a*	111 W. Monroe St. Chicago, Ill.	O. J. McClure
McCORMICK-VAN DEMARK ADVG. SERVICE	Beattie Bldg. Houston, Texas	
McCREADY, T. L. *g*	18 E. 41st St. New York City	
McCUTCHEON-GERSON SERVICE *a-d-e-g*	64 W. Randolph St. Chicago, Ill*	F. M. Johnson; Philipe Noel
	15 Park Row New York City	
	48 St. Martins Lane London, England	
McFARLAND PUBLICITY SERVICE *a-d-e-g*	Crescent & Mulberry Sts. Harrisburg, Pa.	E. Fred Rowe; Milton M. Lemer
McGUCKIN CO., EUGENE *a-d-e-f-g-h*	1211 Chestnut St. Philadelphia, Pa.	Miss E. M. Levy
McJUNKIN ADV. CO. *a-d-e-g-h*	5-S. Wabash Ave. Chicago, Ill.	Frank B. Avery
McKEE CO., INC., HOMER *a-d-e-g*	Kahn Bldg. Indianapolis, Ind.	Frank R. Law
McKENNA-MULLER *d*	186 Joralemon St. Brooklyn, N. Y.	T. J. McKenna; John Muller
McKENNEE & TAYLOR, INC.	350 Madison Ave. New York City	D. E. Provost
McKINNEY CO. *a-d-e-f-g*	58 E. Washington St. Chicago, Ill.	C. C. McKinney; S. L. Jenness
McLAIN-SIMPERS ORGANIZATION *a-d-e-f-g-h*	207 W. Washington Sq. Philadelphia, Pa*	Miss F. Dart
	9 East 45th St. New York City	
McLAUCHLIN ADV. AGCY.	Market Bldg. Norfolk, Va.	J. H. McLaughlin
McLAUGHLIN & CO., INC.	Ledger-Dispatch Bld. Chicago, Ill.	
McMANUS-O'REGAN AGCY. *a*	30 No. Michigan Av. Detroit, Mich.	William B. O'Regan
McMULLEN CO., ROBERT M. *a-g-h*	522 5th Ave. New York City	W. W. Henderson
McQUAIG, C. B.	144 Sterling Ave. Buffalo, N. Y.	C. B. McQuaig
McQUILKIN ADVG. AGCY., J. ST CLAIR	Sheboygan, Wis.	
McSWIGAN-TEBBETS CO.	230-5th Ave. Pittsburgh, Pa.	
McVEY ADV. CO., HUGH *a-e*	122 S. Lawrence Wichita, Kans.	Miss Jewel Bunyan
MacAVINCHE, ALEX. J.	30 N. Dearborn St. Chicago, Ill.	
MACE ADV. AGCY. *a-d-e-f-g*	Lehmann Bldg. Peoria, Ill.	M. J. Matusak; E. M. Lagron
MacGIBBON & WATSON *d*	1556 Webster St. Oakland, Calif.	Jean Watson
MACHEN & DOWD CO. *a-e-f-g-h*	Produce Exchange Bldg. Toledo, Ohio	E. A. Machen
	317 National Bldg. Cleveland, Ohio	
MacINTOSH ADV. AGCY.	Torry Bldg. Duluth, Minn.	
MacKENNY CO., W. B. *d*	1830 Arch St. Philadelphia, Pa.	C. P. Mayfield
MacMANUS, INC., THEODORE F. *a-e-g*	708 Keith Bldg.* Detroit, Mich.	
	Nicholas Bldg. Toledo, O.	
MacMARTIN ADV. AGCY., INC. *a-d-e-f-g-h*	Security Bldg. Minneapolis, Minn.	H. R. Hawkey; J. L. Bodge; Porter E. Harle
MADISON ADV. SERVICE	347 5th Ave. New York City	
MAGBEE ADV. SERVICE *d*	Carton Villa, Ft. Dallas Park Miami, Fla.	
MAGGERT, MAYNARD E. *d*	139 N. Clark St. Chicago, Ill.	M. E. Maggert; L. M. Stick
MAGOON ADVG. CO., DON *d*	2764 Prairie Ave. St. Louis, Mo.	Frank H. Cross (St. Louis)
	2043 Keefer St. Vancouver, B. C.	Harry Cross (Vancouver)
MAGUIRE ADVG. AGCY., E. V. (Miss) *a-d*	Penfield Bldg. Philadelphia, Pa.	Marg. T. Maguire
MAHOOL, KATHRINE H. *d*	14 E. Lexington St. Baltimore, Md.	Kath. H. Mahool
MAILO ADVG. AGCY. *d*	118 E. 18th St. New York City	Sylvan Magnus
MAISH CO., JAY H. *e*	400 S. Main St. Marion, O.*	Howard B. Thompson
	131 East Broad St. Columbus, O.	
MALEY SERVICE, HARRY C. *d-e-g*	155 E. Superior St. Chicago, Ill.	W. J. MacInnes
MANDEL, ERNEST L.	132 Nassau St. New York City	Ernest L. Mandel
MANKE OSBORNE ADV. SERVICE *d*	Lee Bldg. Kansas City, Mo.	Edward H. Manke; F. W. Osborne
MANTERNACH CO. *a-e-f-g*	983 Main St. Hartford, Conn.	Helen W. Rawson
MANUFACTURERS' PUBLICITY CO. *e-f*	30 Church St. New York City	W. Hull Western
MARBLE ADV. AGCY.	Eve. Star Bldg. Washington, D. C.	
MARCH, RUFE P. *d*	Herald Bldg. El Paso, Tex.	Rufe P. March
MAR-GE-LET ADV. CO.	Title Guar. Bldg. Cincinnati, O.	
MARGON, ROBINSON CO. *b-d-e*	Lincoln Bldg. Louisville, Ky.	S. Margon; Fred Brand
MARKS ADV. CO., INC. *a-d*	45 W. 34th St. New York City	Charles E. Marks
MARKWELL, NORMAN M.	498 West End Ave. New York City	
MARSCHALK & PRATT, INC. *a-d-e-f-g*	49 W. 45th St. New York City	S. L. Meulendyke
MARSH ADV. AGCY., EDW. H. *e-g*	Besse Bldg. Springfield, Mass.	
MARSH ADVG. AGCY, FRANK	Walton Bldg. Atlanta, Ga.	Frank Marsh
MARSH, OLIVER ALLYN	20 W. 34th St. New York City	
MARSHALL, GEORGE M. *d-g*	5 N. LaSalle St. Chicago, Ill.	George M. Marshall
MARTIN ADVG. CO.	Security Bldg. Minneapolis, Minn.	
MARTIN ADVG. CO. *d*	1400 Broadway New York City	F. M. Wolsky
MARTIN CO., FRANK V.	Owen Bldg. Detroit, Mich.	Frank V. Martin
MARTIN, GEORGE *d*	105 W. 40th St. New York City	B. Cooney
MARTIN, JOHN JEX *d-e*	Century Bldg. Chicago, Ill.	James M. Waage
MARTIN & DAVIDSON *d*	Spreckels Bldg. San Diego, Cal.	Edwin E. Martin
MARTINIERE ADV. SERVICE	Columbus, Ga.	
MARVIN, NEWTON R.	101 Park Ave. New York City	
MARYLAND ADVG. SERVICE	207 W. Redwood St. Baltimore, Md.	
MASON ADV. AGCY.	Hancock, Md.	
MASON, C. HENRY *a-d-e-g*	136 East Ave. Rochester, N. Y.	M. McCallion; R. E. Warner
MASSE CO., S. M. *d-f*	Sloane Bldg. Cleveland, O.	K. H. Kolpien
MASSENGALE ADV. AGCY. *a-b-d-e-f-g-h*	127 W. Peachtree St. Atlanta, Ga.	W. R. Massengale; N. L. Angier; Norman Cole
MATHEWSON, WARD M. *d*	1400 Broadway New York City	Wd. M. Mathewson
MATTESON-FOGARTY-JORDAN CO. *a-e-f-g-h*	215 N. Michigan Av. Chicago, Ill.	
MATTHEWS ADV. CORPORATION, R. A. *a-e-g*	110 S. Dearborn St. Chicago, Ill.	
MATTHEWS COMPANY *f*	145 College St. Buffalo, N. Y.	E. C. Matthews; J. M. Matthews
MATTOCKS-McDONALD CO. *d*	S. 5th Ave. W. & Commerce St. Duluth, Minn.	Norton Mattocks
MATOS ADV. CO., INC. *a-d-e-f-g-h*	Bulletin Bldg. Philadelphia, Pa.	W. M. Matos; M. W. Thompson
MAXON ADVG. EFFICIENCY SERVICE, E. LEE *d*	521 Pettygrove St., Portland, Ore.*	
	P. O. Box 3575	E. Lee Maxon
	1416 Western Ave. Seattle Wash.	
MAXWELL—McLAUGHLIN CO. *a-e-g*	30 N. Michigan Av. Chicago, Ill.	
MAY ADVG. AGCY., BERTRAM *d*	1520 Chestnut St. Philadelphia, Pa.	Frank McGinnis
MAYER CO., GEORGE H.	224 W. Huron St. Chicago, Ill.	
MAYES ADVG. SERVICE	312 Berks County Trust Co. Bldg. Reading, Pa.	
MAYS ADV. AGCY., THOMAS D. *a-b-d*	Mutual Bldg. Charleston, W. Va.	Leon E. Racht; Harry K. Greene; Alb. D. Williams
MEANY, PHILIP J. *d*	Van Nuys Bldg. Los Angeles, Cal.	W. L. Grant
MEARS ADVG., INC. *a-e-g*	36 W. 40th St. New York City	H. B. Cundrey
MEARS, CHARLES W.	Keith Bldg. Cleveland, O.	Charles W. Mears
MERAD CO., THE	Land Title Bldg. Philadelphia, Pa.	
MERCANTILE ADV. CO. *d*	1914 13th St., N.W. Washington, D. C.	
MERCANTILE SERVICE CORP.	739 Thatcher Bldg. Pueblo, Col.	
MERCHANTS ADVG. SERVICE	231 W. 39th St. New York City	
MERCHANTS BUSINESS BUILDERS SERVICE	239 W. 39th St. New York City	
MERCHANTS SERVICE	231 W. 39th St. New York City	
MEREDITH & CO., INC. *d*	410 Cannon Pl. Troy, N. Y.	Russell D. Meredith
MERRIAM COMPANY, THE *d*	22 Thornley St. Boston, Mass.*	F. N. Merriam, Jr.
	285 High St. Newburyport, Mass.	
MERRILL, PRICE & TAYLOR. *a-d-e-g*	400 N. Michigan Av. Chicago, Ill.	E. O. Bihl
MERTZ, KICK & CO. *d-e-f-g*	Wrigley Bldg. Chicago, Ill.	M. H. Mertz; A. Hutchinson; Charles L. Young; Wm. A. Lynch; Wm. H. Saul; H. D. Adair; J. L. Shiffman
METROPOLITAN ADV. CO. *a-d-e-g*	111 Broadway New York City	
	15 Exchange Place Jersey City, N. J.	
MEUSER, BERNHARD, *a*	140 S. Dearborn St. Chicago, Ill.	Bernhard Meuser
MICHAELS CO., HARRY C. *a-d-e-f-g*	113 Lexington Ave. New York City	David J. Crimmins

(Continued on page 142)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

PORTLAND, MAINE

EVENING EXPRESS
AND
SUNDAY TELEGRAM

MAINE'S GREATEST DAILY AND SUNDAY NEWSPAPERS

"COVERAGE!"

Comparison of census figures with the city circulation of the Evening Express indicates that more than 15 out of every 16 Portland families take the Express. In fact, there are only 497 more homes than the actual net paid city circulation of the Evening Express.

Express and Telegram Lead in Advertising

LINEAGE for the first eleven months of 1923, as compiled by De Lisser Bros. These represent totals seven days a week against seven of the other Portland Daily and Sunday paper. These figures represent the voice of advertisers, both local and national; buyers who know the Portland market as well as buyers who *know* the comparative value of all Portland newspapers.

LOCAL DISPLAY ADVERTISING

EVENING EXPRESS & SUNDAY TELEGRAM	6,109,594
Other Portland Daily and Sunday	4,468,010

NATIONAL ADVERTISING

EXPRESS & TELEGRAM	2,061,188
Other Daily & Sunday	1,019,919

CLASSIFIED ADVERTISING

EXPRESS & TELEGRAM	970,883
Other Daily & Sunday	574,094

TOTAL ADVERTISING

EXPRESS & TELEGRAM	9,141,665
Other Daily & Sunday	6,062,019

Portland, Maine, and its immediate trading zone form the biggest merchandising area in Maine, both retail and wholesale, and one of the best in the entire United States in proportion to its population.

In this zone the EXPRESS has by far the LARGEST CIRCULATION.

Foreign Representatives: THE JULIUS MATHEWS SPECIAL AGENCY

Boston New York Detroit Chicago

Express Leads in
Automobiles and Accessories

Express and Telegram	657,385
Other paper	436,286

Sunday Telegram is the leading automobile medium of Maine.

Express Leads in
Foods and Groceries Advertising

Express and Telegram	704,839
Other Daily and Sunday	248,931

Express Leads in
Proprietary Medicine Advertising

Express and Telegram	629,217
Other Daily and Sunday Papers	211,263

Express Leads in
Men's Clothing Furnishing Advertising

Express and Telegram	588,671
Other Daily and Sunday	451,205

Express Leads in
Women's Wear Advertising

Express and Telegram	419,727
Other paper	237,320

Express Leads in
Hotels and Resorts Advertising

Express and Telegram	72,501
Other Daily and Sunday	38,628

Express Leads in
Tobacco and Cigars Advertising

Express and Telegram	84,812
Other paper	38,457

Express also Leads in
All other classifications (legal notices and financial excepted) as shown by De Lisser Bros. checking.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 140)

	Address	Space Buyers
MICHEL & STAFF, A. EUGENE. *d-e-f-g*	116 Nassau St.....New York City....	A. E. Michel; F. G. Small
MICHIGAN ADV. AGCY.	Portland, Mich.....	
MID-CONTINENT ADV. AGCY. *b-e-f-g*	Mercantile Bk Bldg.Dallas, Tex.....	L. W. Chandler; W. T. Pickering
MIDDLE STATES NEWS & ADV. AGCY.	1513 Sansom St....Philadelphia, Pa...	
MILBOURNE ADV. AGCY *d*.....	Munsey Bldg.....Baltimore, Md.....	L. Jeff Milbourne
MILLAR, HENRY E. *d*.....	26 East 42d St.....New York City....	William Rogers
MILLER ADV. SERVICE *a-e*....	Chapman Bldg.....Los Angeles, Cal.*..	Henry E. Millar; Ralph F. Mocine
MILLER AGENCY CO. *d-e-g*.....	2144 Madison Ave.Toledo, Ohio.....	C. E. Miller; D. Heer
MILLER ADVG. CO., FRED W. *a*.	230 So. Clark St...Chicago, Ill.....	
MILLER, J. T.	110 W. 40th St....New York City....	
MILLER & CRAIG	Madison, Wis.....	
MILLIS ADVG. CO. INC. *a-d-e-f-g*.	Peoples Bank Bldg.Indianapolis, Ind...	Owen H. Tarleton
MILLSCO ADV. AGCY., INC....	432 4th Ave.....New York City*... Cristo 22.....San Juan, Porto Rico	
MINER CO., DAN B. *a-f*.....	W. P. Story Bldg..Los Angeles, Calif.	W. F. Hannaford
MINOR, C. HARRISON	Shubert Bldg.....Kansas City, Mo...	
MITCHELL ADV. AGCY., INC. *a-e-f-g-h*	806 LaSalle Ave...Minneapolis, Minn..	B. M. Jorgensen
MITCHELL-FAUST ADVG. CO. *a-d-e-g-h*	7 So. Dearborn St.Chicago, Ill.....	H. P. Leffingwell; S. McWilliams
MITCHELL, INC., J. T. H. *a-d-e-g*.	366 Madison Ave..New York City....	Robert W. Orr
MIX, J. ROWLAND, ADV. AGCY. *a-e-g*	140 Cedar St.....New York City....	J. Rowland Mix
MODERN HAWKERS. *g*.....	225 No. Michigan Ave. .....Chicago, Ill.....	Ernestine Pearce; M. Von Malotke; John T. Brainerd, Jr.
MODELL ADV. AGCY., INC. *d*...	15 Park Row.....New York City....	Ben Estrin; Sol Fine
MOFFETT-LYNCH ADV. CO., INC. *e*.....	7 E. German St...Baltimore, Md.....	
MONTGOMERY, PERCY *f*.....	1st National Bank..El Paso, Texas....	
MOON CO., INC., BYRON C. *a-d-e-f-g*	Proctor Bldg.....Troy, N. Y.*..... 65-5th Ave.....New York City....	Walter A. Sloat
MOONEY ADV. AGCY	Jefferson Bldg.....Birmingham, Ala...	
MOORE ADVG. CO. *d*.....	1st Natl Bank Bldg.Fort Worth, Tex...	George Sullivan
MOORE, HAROLD	Box 717,.....Wheeling, W. Va..	
MOORE ADVG. AGCY., JACKSON EVANS	Trenton, N. J.....	
MOREHEAD ADV. AGCY.....	Nicholas Bldg.....Sacramento, Calif..	
MORELAND & STRUCKENBERG.	Edwards Bldg.....Cincinnati, Ohio....	C. E. Moreland; H. M. Struckenberg
MORGAN ADV. AGCY., BRUCE.	30 N. Michigan Av.Chicago, Ill.....	
MORGAN ADV. AGCY., INC., JOHN J. *a-d-e-g-h*	633 Washington St.Boston, Mass.....	John J. Morgan
MORRIS CO., FRANK C. *e-f*.....	342 Madison Ave..New York City....	F. G. Morris
MORRIS ADV. AGCY., HERBERT. M. *a-d-e-f-g-h*	No. American Bldg.Philadelphia, Pa...	M. Farrell
MORRIS ADV. SERVICE, PHILIP. *d-e-f*	68 W. Monroe St..Chicago, Ill.....	S. L. Rosenheim; Philip Morris
MORSE ADV. AGCY. *e*.....	61 Milwaukee Ave.Detroit, Mich.....	
MORSE ADV. CO.....	Mears Bldg.....Scranton, Pa.....	
MORSE INTERNATIONAL AGCY., INC. *a-d-e-g*	449 4th Ave.....New York City*... 30 Cornhill, E. C. 3.London, England... 53 W. Jackson Blvd.Chicago, Ill.	E. T. Wells; J. W. Atherton; G. M. Mason; W. T. Tieman; M. Mitchell
MORSE MACLEAN CO. *d*.....	Railway Bldg.....Los Angeles, Cal...	G. A. Maclean
MORTON ADVG. CO.....	Finance Bldg.....Cleveland, O.....	
MORTON ADV. SERVICE, INC	23 Irving Place....New York City....	
MOSER ADV. SERVICE *d*.....	26 N. Potomac St..Hagerstown, Md....	
MOSER & COTINS *a-d-e-f-g-h*....	Paul Bldg.....Utica, N. Y.....	David A. Tynion
MOSES ADV. SERVICE *a*.....	Munsey Bldg.....Baltimore, Md.....	Jacob G. Moses
MOSS ADV. AGCY. *d-e-f*.....	Glass Block.....Marion, Ind.....	Edgar A. Moss
MOSS-CHASE CO., THE *a-d-e-f-g*.	425 Franklin St....Buffalo, N. Y.....	S. C. Moss; J. B. Chase; J. A. Clauss; E. J. Felt; L. Mansfield
MULLALLY, INC., WILLIAM T. *a-d-e-g-h*	198 Broadway .....New York City....	F. Ehli; H. J. Riker; N. J. Stiles
MULLER & CO., J. P. *a-d-e*.....	220 W. 42nd St...New York City....	J. P. Muller; J. A. Cruigshank; H. J. Schnitteger; F. J. Hughes; Lawrence Weiner; J. A. Benjamin; H. F. C. Schaefer
MULLICAN CO., C. N. *b-d-e*....	U. S. Trust Bldg..Louisville, Ky.....	C. N. Mullican
MUMM-ROMER CO. *a-d-e-g*.....	314 E. Broad St....Columbus, Ohio....	
MUNN-BUCKINGHAM ADVG. AGCY.	189 Main St.....Springfield, Mass...	D. J. Buckingham; George L. Munn
MUNN & NICHOLS ADV. AGCY.	Bookstone Bldg.....Springfield, Mass...	
MURPHY, INC., CARROLL. DEAN *a-e-f-g*	Harrison Trust Bldg.Chicago, Ill.....	
MURPHY, GEORGE A.	Michigan Tr. Bldg.Grand Rapids, Mich.	G. A. Murphy
MURRAY ADV. AGCY. INC., JOHN F *a-e-g*.....	598 Madison Ave New York City....	
MURRAY CO.	du Pont Bldg.....Wilmington, Del.*.. 109 N. Water St...Philadelphia, Pa.... Oraton & Verona. Sts. .....Newark, N. J.....	L. P. Murray
MURRAY HILL ADV. AGCY. *a-d*.	200 E. 23d St.....New York City....	Ernest Liebermorn
MUTUAL SERVICE CORPORATION *a-d-e-f-g*.....	140 Cedar St.....New York City....	W. H. Bullock
MYERLY DIRECTORY & ADVG. SERVICE *d*.....	716 Summit Ave...Hagerstown, Md....	John T. Myerly
MYERS-BEESON-GOLDEN INC. *d-f-g*	2nd Natl Bank Bldg.Toledo, Ohio*..... Pershing Sq. Bldg.New York City....	Sterling Beeson (Toledo); N. H. Golden (N. Y.)
MYERS & WATROUS.....	360 N. Michigan Av.Chicago, Ill.....	

N

	Address	Space Buyers
NATHAN ADVERTISING COMPANY *a-d*.....	22 W. Monroe St..Chicago, Ill.....	Henry Nathan; J. E. Erickson; E. L. Rasmussen
NATHAN, EDWARD N., THE *d*.	Phelan Bldg.....San Francisco, Cal. Brockman Bldg....Los Angeles, Cal...	Daniel O. Skinner
NATHAN & CO., L. B.....	Bakewell Bldg.....Pittsburgh, Pa.....	
NATIONAL ADV. AGCY.....	155 N. Clark St....Chicago, Ill.....	
NATIONAL ADV. AGCY., INC. *d*.	577 E. 163d St....New York City....	Albert C. Adinolfi; Jacob C. Jasin
NATIONAL ADV. CO.....	Seneca Falls, N. Y.	
NEBRASKA ADV. CO.....	Citizens Bank Bldg.Benkelman, Nebr...	H. G. Matteson
NESBITT SERVICE CO., THE. *a-e-f*	Caxton Bldg.....Cleveland, Ohio.....	K. A. Nesbitt; M. C. Nesbitt; H. Hoase
NETTER ADV. AGCY., J. X.....	1790 Broadway.....New York City....	
NEW BERT W. ADVG. AGCY.....	Madison Wis.....	
NEWCOMB & CO., JAMES F....	441 Pearl St.....New York City....	
NEWELL CO., R. B. *d-e-g*.....	14 W. Washington. St. .....Chicago, Ill.....	I. C. Bilow
NEWELL-EMMETT CO., INC. *a-d-e-f-g-h*	120 W. 32nd St....New York City....	Fred H. Walsh; H. H. Walsh; J. Jennings; E. J. Gants
NEW ENGLAND ADV. CO. *e*....	18 Tremont St.....Boston, Mass.....	
NEW ENGLAND FOREIGN LANGUAGE SERVICE, INC.	262 Washington St.Boston, Mass.....	
NEWMAN ADV. AGENCY, BEN FRANKLIN	1st Nat'l Bank Bldg.Chicago, Ill.	B. F. Newman
NEWMARKS ADV. AGCY. *d*.....	219 7th Ave.....New York City.....	
NEWSOM CO.	Santa Fe Bldg....San Francisco, Cal.	J. R. Newsom
NEW YORK ADVG. AGCY. *d*....	154 Nassau St.....New York City....	Mortimer Lowd; Marvin Small
NICHOLS CO., CHARLES F. W. *a-e-f-g-h*	14 E. Jackson Blvd.Chicago, Ill.....	Joseph F. Brown
NICHOLS-EVANS CO. *a-e-f-g*....	Cleveland-Discount. Bldg. .....Cleveland, O.	D. H. Nichols; E. J. Witthoff
NOLLEY AGCY., R. F.....	Light & Lombard. Sts. .....Baltimore, Md.....	
NORDLIE CO., CHARLES *d*.....	461-8th Ave.....New York City....	Charles J. Hamp
NORMAN ADV. AGCY	42 Church St.....New Haven, Conn..	
NORTHWESTERN ADV. AGCY. *a-e-g*	23 E. 6th St.....St. Paul, Minn....	C. M. Brown; J. Frank Dean
NORTHERN MICHICAN ADV. AGCY.	Hancock, Mich.....	
NORTHWESTERN BUSINESS AGCY.	Kasota Bldg.....Minneapolis, Minn.. *384 Main St..... East Orange, N. J.	
NORWOOD, INC., C. H. *a-d*.....	1182 Broadway ....New York City....	R. H. Norwood; B. G. Ebbert
NORMAN ADV. AGENCY.....	142 Church St....New Haven, Conn.	
NOURSE ADV. AGCY.....	321 Lafayette Life. Bldg. .....Lafayette, Ind.....	
NUWAY ADV. CO.....	Atlanta, Ga.....	Mr. Barry
NYE ADV. AGCY.....	218 7th Ave.....New York City....	

O

	Address	Space Buyers
O'BRIEN ADVG. SERVICE.....	Peoples Bank Bldg.Charleston, S. C....	William V. O'Brien
O'CONNELL-INGALLS ADVG. AGCY. *a-d-e-f-g*.....	100 Boylston St....Boston, Mass.....	Arthur W. Ingalls; John F. O'Connell; Wal. H. Monahan
O'CONNOR-GROSSE ADVG. AGCY. *d*.....	500-7th Ave.....New York City....	Jos. L. Grosse
ODLIN COMPANY, JOHN W. *e-f-g*	44 Portland St.....Worcester, Mass....	
O'GORMAN ADV. AGCY.....	126 5th Ave.....New York City....	
OHIO ADV. CO. *d*.....	76 N. Main St.....Akron, Ohio.....	George W. Pipe; C. E. Wade
O'KEEFE ADV. AGCY., P. C. *a-e-g-h*	45 Bromfield St....Boston, Mass.....	
OLD MILL ADVERTISING CO., THE	Flint, Mich.....	
OLECK ADV. AGCY.....	1133 Broadway.....New York City....	Wm. Oleck; Maury Oleck
OLIPHANT ADV. AGCY., INC., C. J. *a-g*.....	461 8th Ave.....New York City....	C. J. Oliphant; Arthur Sweetser
OLLENDORF CO., C. J. *e*.....	306 So. Wabash Av.Chicago, Ill.....	C. J. Ollendorf; A. E. Hansen
OLSON & ENZINGER, INC. *a-d-e-g*	228 3rd St.....Milwaukee, Wis....	Wm. L. Wollin
O'MALLEY ADV. & SELLING. SERVICE *a-e-f-g*	244 Washington St.*Boston, Mass..... Old South Bldg...Boston, Mass.....	C. J. O'Malley; M. J. DeVincy; J. Prior; E. R. Ellis; L. D. Jordan; F. K. Houlehan
O'NEIL-DOULBERRY CO., INC. *d*.	145 East 42d St...New York City....	J. H. O'Neil
ORMSBEE, THOMPSON ADVG. AGCY.	322 S. Salina St...Syracuse, N. Y.....	
OSBORNE, LENO (Miss) *d*.....	Continental Bldg...Oklahoma C., Okla..	(Miss) Leno Osborne
OSTEN ADV. CORP. *a-d-e-f-g*....	25 E. Jackson Blvd.Chicago, Ill.....	J. E. Darlow
OSWALD ADVG. AGCY, *a-d-e-f-g*	Otis Bldg.....Philadelphia, Pa....	J. A. Whitcraft
OWEN-KENNY ADV. CO.....	Cherokee, Okla.....	
OWL ADV. AGCY.....	Terre Haute, Ind..	
OWL ADVG. AGCY. *d*.....	Times Bldg.....New York City....	I. Joseph; L. O'Brien

P

	Address	Space Buyers
PABST CO., FREDERICK.....	Chronicle Bldg.....San Francisco, Cal.	
PACE CO., THE *d-e*.....	14 E. Jackson Blvd.Chicago, Ill.....	C. A. Pace; W. W. Pace; Anderson Pace
PAGE ADV. CO.....	1208 City Hall Sq. Bldg. .....Chicago, Ill.....	
PACE CO., C. W. *a-b-e*.....	Chamber of Commerce Bldg.....Richmond, Va.....	
PAGE, LAURENCE E. *e*.....	Central Natl Bank. Bldg. .....Richmond, Va.....	Laurence E. Page
PAINE ADV. SERVICE, S. HUGH. *d-e*	Kelsey Bldg. .....Grand Rapids, Mich.	S. Hugh Paine
PAIRIO COMPANY, W. B.....	Central Bldg.....Los Angeles, Cal..	
PALMER ADV. AGCY. *e*.....	220 Broadway.....New York City....	M. Palmer; F. Palmer
PALMER ADV. SERVICE.....	Hirbour Bldg.....Butte, Mont.....	
PALMER ADVERTISING SERVICE, INC.	19 West 44th St...New York City....	
PARENT SYSTEM	Fairmont, West Va.	
PARIS COMPANY	Central Bldg.....Los Angeles, Cal...	
PARIS ADV., DANIEL E. *a-d-e-g*.	Little Bldg.....Boston, Mass.....	L. M. Curtis
PARIS CO., WILLIAM B. *e*.....	Pacific Elec. Bldg..Los Angeles, Cal...	
PARKS & WEISS.....	56 W. 45th St.....New York City....	
PATTEN ADV. SERVICE.....	1st Natl Bank Bldg.San Diego, Cal....	
PASCHALL, IRVIN F., INC. *a-d-e-f-g*	McCormick Bldg...Chicago, Ill.....	A. W. Schaaf
PATTERSON-ANDRESS CO., INC. *a-e-g*.....	1 Madison Ave.....New York City....	G. H. Sherin
PAYNE ADV. ORGANIZATION. HANCOCK *a-d-e-g*	Drexel Bldg.....Philadelphia, Pa.*..	C. D. Ledyard (Philadelphia); W. Montague Pearsall
PEARSALL, W. MONTAGUE *a-e*.	25 Broadway.....New York City....	
PECK ADV. AGCY., INC. *a-d-e-f-g*.	6 E. 39th St.....New York City*... 326-9th St.....Brooklyn, N. Y....	
PENN-ALLEN ADV. AGCY.....	280 Broadway.....New York City....	
PENNCO ADV. SERVICE.....	Philadelphia, Pa....	
PENNY, C. T.	242 Water St.....Augusta, Maine....	C. T. Hudson
PERRY, CHARLES H.	44 Irvington St....Boston, Mass.....	
PERSON-COOKE, INC. *d-e-f*.....	310 S. Capitol Ave.Lansing, Mich.....	
PERRY ARVG. AGCY., PAUL G.	Cincinnati, Ohio...	
PETERSON CO., WALTER J. *d-e-f-g*	Wm. Alden Smith, Jr. Bldg.....Grand Rapids, Mich.	P. W. Nickel
PFEIFERS ADV. AGCY.....	10 Peterboro St....Detroit, Mich.....	J. D. Cosgrove
PHELPS, INC., GEORGE HARRISON *a-d-e-g*	110 Rowena St....Detroit, Mich.....	Wm. D. Laurie
PHIBBS, HARRY CO.....	440 S. Dearborn St.Chicago, Ill.....	
PHILADELPHIA NEWS BUREAU *a*	436 Sansom St....Philadelphia, Pa....	William A. Daley; Donald D. Morton
PHILLIPS ADV. AGCY., HARRY. D. *a-d-g*	Knickerbocker Bldg.New York City....	

(Continued on page 144)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. ***—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

THE ASSOCIATED NEWSPAPERS

Has made a contract covering several years to come for the exclusive newspaper work of H. I. Phillips, "*the funniest man in America when it comes to writing.*" His work will be supplied only to members of The Association.

NEWSPAPERS in territory not covered by our members may secure *Phillips* and *many other leading daily features* by joining us. Rates are based on population and are so low, (because we are co-operative and not profit-making), that the use of two or three of our features more than repays the cost.

Nearly *fifty leading newspapers* in the United States and Canada are now members—including such papers as the

CHICAGO DAILY NEWS,
BOSTON GLOBE,
ATLANTA JOURNAL,
DETROIT NEWS,
LOS ANGELES EXPRESS,
ST. PAUL DISPATCH,
WASHINGTON STAR,
PHILADELPHIA BULLETIN,
NEW YORK SUN AND GLOBE,
CINCINNATI TIMES-STAR,
KANSAS CITY STAR,
PITTSBURGH CHRON. TELEGRAPH,
SPOKANE SPOKESMAN-REVIEW,
TORONTO STAR.

The present service includes such leading features as:

H. I. PHILLIPS, *Daily humor by the greatest humorist.* "A splendid stroke for The A. N.," writes an editor. "Phillips writes the funniest column available today."

R. L. RIPLY, ("RIP") *Sport cartoonist and writer.* The best sport cartoonist in the world and the best artist among all cartoonists—a preeminent authority on all athletics.

H. ADDINGTON BRUCE, *Talks on developing mind and body.* Daily articles on the conduct of life, the cultivation of mental and physical hygiene, the acquiring of good habits and the improvement of power of every kind.

JOHN PILGRIM, *The story-telling philosopher.* Daily home-spun stories of fact and fiction about every day things and ordinary people and sound sense about the world we live in.

CAROLYN BEECHER, *Women's serial story writer.* The most popular writer of stories of love, courtship and marriage—always absorbingly interesting and always clean.

JOHN CARLYLE, *Daily Editorial writer.* Sane, uplifting, uncommon—common sense talks on the problems of the day by a keen observer and sound philosopher.

BETTY BRAINERD, *Special writer for women.* A day to day presentation of women from a woman's point of view done in a much needed lighter vein than the usual preachy feature.

KEEPING UP WITH THE JONESES, *Leading comic strip.* Depicting the social struggles of the average family in all its humorous phases.

LITTLE PAL, and DICKY DIPPY, *Two daily comic strips.*

HERBERT COREY, *Special News Features.*

DAILY HUMAN INTEREST CARTOONS.
DAILY HALF TONE NEWS PICTURES.
DAILY ILLUSTRATED FASHION SERVICE
AND SEVERAL OTHER FEATURES, for the various needs of the most enterprising newspapers.

ALTOGETHER, *The Associated Newspapers* gives a general service of the highest quality. Its co-operative plan makes great features available to its members at a very low cost. New members get not only the accumulated results of twelve years development, they also share in the future growth which their memberships help to make possible for the Association.

For proofs of service and complete information, wire or write to

THE ASSOCIATED NEWSPAPERS

114 LIBERTY STREET NEW YORK, N. Y.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 142)

	Address	Space Buyers
PHILLIPS CO., HARRY	Jenkins Arcade....Pittsburgh, Pa.	
PIANISANI, INC., C.	253 Broadway.....New York City	
PICARD & CO., INC. *a-e-g-h*	16 W. 46th St.....New York City	(Miss) M. Long
PIERRE, GEORGE H. *e*	108 West 34th St..New York City	
PITLUK ADVG. AGCY. *a*	Gunter Bldg.....San Antonio, Tex.	R. T. Thornton
PLAMBECK CHARLES J.	Owl Bldg.....San Diego, Cal.	Charles J. Plambeck
PLATTNER, M. *a-e*	99 Nassau St.....New York City	
PLUM ADV. AGCY, J. L.	726 Iowa Ave.....Iowa City, Ia.	
PLUMMER, FRANCIS L.	461-8th Ave.....New York City	Francis L. Plummer
POLYGLOT PUBLICITY CO.	116 Nassau St.....New York City	
POMEROY ADV. AGCY. *e-g*	225 5th Ave.....New York City	
POMEROY-CLELAND, INC. *e-g*	33 W. 42d St.....New York City	H. F. Pomeroy
PORTER ADV. SERVICE, INC., DE FOREST *a*	70 W. Chippewa St.Buffalo, N. Y.	
PORTER-EASTMAN-BYRNE CO. *a-e-g-f*	22 W. Monroe St..Chicago, Ill.	E. G. Steele; C. W. Porter
PORTER CO. INC., HARRY *a-d-e-g-h*	15 W. 44th St.....New York City	James A. Beatty
POTTER, GEORGE M.	5 Beekman St.....New York City	
POTTS-TURNBULL CO. *a-e-f-g*	6 N. Michigan Ave.Chicago, Ill* Gates Bldg.....Kansas City, Mo. Brandeis Theater. Bldg. .....Omaha, Neb.	L. Dorothy Garrett (Chicago); L. Webster, (Kansas C.); Stanley Jack (Omaha)
POTSDAMER, JOSEPH H.	Empire Bldg.....Philadelphia, Pa.	
POWELL, RALPH E. *d*	Term. Annex Bldg.Philadelphia, Pa.	Ralph E. Powell
POWER, ALEXANDER & JENKINS CO. *a-d-e-g-h*	Madison Thea. Bldg.Detroit, Mich.	H. M. Hastings
POWER CO., INC., EDWARD M. *a-d-e-g*	Oliver Bldg.....Pittsburgh, Pa.	George E. Eisenhauer
POWERS CO., JOHN O. *a-d-e-f-g-h*	50 E. 42d St.....New York City	Lyman Worthington
POWERS-HOUSE CO. *a-d-e-f-g*	1105 Chester Ave..Cleveland, Ohio	Gordon Rieley
POWNING, GEORGE G., INC. *a-d-e-g*	87 Orange St.....New Haven, Conn.	
PRACTICAL ADV. CO.	214 S. Fourth St..Springfield, Ill.	
PRAGOFF-MILLS ADVG. ACCY.	80 Boylston St.....Boston, Mass.	
PRAIGG, KISER & COMPANY, INC. *d*	222 E. Ontario St..Chicago, Ill.	F. H. Brooks; N. T. Praigg
PRATHER-ALLEN ADV. CO. *a-d-e-f-g*	305 E. 4th St.....Cincinnati Ohio* 15 West 44 St.....New York City	D. M. Allen
PRATT, INC., ERNEST LARNED. *d*	220 W. 42d St....New York City	M. E. Pratt
PRATT & DAVIDSON, INC.	220 W. 42nd St....New York City	
PRATT-MOORE ADV. CO. *d-e-f-g*	Ford Bldg.....Detroit, Mich.	R. F. Moore
PRESBREY CO., FRANK *a-d-e-f-g-h*	247 Park Ave.....New York City* 1001 Chestnut St...Philadelphia, Pa. Union Bank Bldg..Pittsburgh, Pa.	W. A. Baker (New York); Alfred Gratz (Philadelphia); Nils Bowland (Pittsburgh)
PRICE & SHEPHERD, INC.	12 West St.....Boston, Mass. Morton Bldg.....Malden, Mass.	
PROCTOR & COLLIER CO. *a-e-f-g-h*	Reading Road At McMillan St...Cincinnati, Ohio	W. H. Sutherland
PROGRESSIVE ADVG. & PUBLISHING CO.	Dallas, Tex.	
PROSPERITY ADV. SERVICE, INC.	1482 Broadway.....New York City	
PROTZMAN, GEORGE F.	Union Bank Bldg..Pittsburgh, Pa.	

Q

QUEENS ADV. AGCY. *d*	48 Jackson Ave....Long Island City, N. Y.	H. R. Gelwicks; Nap. M. Lamar; Robert C. Sage
QUEEN ADV. ACCY. JOHN W. *a-e-g*	244 Washington St.Boston, Mass.	
QUINN CO., INC., WILLIAN F. *d*	1520 Chestnut St..Philadelphia, Pa.	C. Taylor Ward

R

RAE ADV. CO.	4500 Euclid Ave...Cleveland, Ohio	
RANDALL CO., FRED M. *a-d-e-g-h*	Book Bldg .....Detroit, Mich.* Tower Bldg.....Chicago, Ill.	C. W. Mather (Chicago); C. E. Foester (Detroit)
RANDLES-ALLEN AGENCY	205 Union National Bank Bldg.....Hutchinson, Kans. Wichita, Kans.	
RANKIN CO., WILLIAM H. *a-d-e-f-g-h*	180 North Wabash Ave. Chicago, Ill* 1 West 37th St...New York City Peoples Savings Bk. Bldg. .....Akron, Ohio Albee Bldg.....Washington, D. C. 74 New Montgomery St. .....San Francisco, Cal. 32 Front St., W.....Toronto, Ont. Can. Imperial House, Kingsway .....London, England	Miss E. Cooke (New York); Miss A. Miller (Chicago)
RATHBUN-GRANT-HELLER CO. *e*	725 S. Wells St....Chicago, Ill.	
RATNER, C. HYMAN *d*	15 E. 26th St.....New York City	Arthur N. Smith
RAVETT ADVG. AGCY. *d*	1775 Broadway.....New York City	Walter Fietz
RAWSTHORNE CO., ROBERT *d-f*	Heeren Bldg.....Pittsburgh, Pa.	W. S. Leech; L. H. Smith; J. Hanft
REAL SERVICE ADVG. AGCY. *d*	15 East 40th St....New York City	D. Hanft
REARDON ADV. CO. *a-d-e-g*	Quincy Bldg.....Denver, Colo.	John F. Reardon
REASS ADV. SERVICE, JOSEPH	Market St.....Wheeling, W. Va.	
REAUME CO., RICHARD A. *g*	Columbus Bldg.....Detroit, Mich.	
REDDAN-BROWN ADV. AGCY.	25 W. Broadway...New York City	
REDFIELD, FISHER & WALLACE, INC. *e-f-g*	105 W. 40th St....New York City	J. M. Redfield; M. M. Fisher; J. O. Simmon
REDFIELD ADV. AGCY. *a-e-g*	34 W. 33d St.....New York City	John F. Mayer
REEDER, INC., G. ALLEN	220 W. 42d St....New York City	T. C. Greeley; G. Allen Reeder; George R. Jordan
REESE ADVG AGCY., GEORGE W. *d*	Vincent Bldg.....New Orleans, La.* Orkin Bldg.....Jackson, Miss.	G. W. Reese; A. M. Wood; H. E. Prichard
REGAN, MARQUIS	21 E. 40th St.....New York City	
REINHOLD ADV. CORPORATION, W. C. *a*	326 W. Madison St.Chicago, Ill.	W. C. Reinhold; A. F. Sievert
REMINGTON ADV. AGCY., E. P. *a-d-e-g*	1280 Main St.....Buffalo, N. Y.	W. W. Landon
REMINGTON ADVG. CO., H. E.	225 E. Erie St.....Chicago, Ill.* Grand Central Terminal Bldg.....New York City	H. E. Johnson (Chicago); Ruth D. Folster (N. Y.)
RESORT ADVG. AGCY.	Hot Springs, Ark.	
REUTER ADV. AGCY. *g*	709 6th Ave.....New York City	Clifford S. Reuter
REUTERS INTERNATIONAL ADVG. AGCY.	280 Broadway.....New York City 24 Old Jewry.....London, England 26 Reuters Bldg., St. George St.....Capetown, So. Africa 15 Castlereagh St..Sydney, Australia Wellington. New Zealand 26 Dalhousie Sq...Calcutta, India	
REX ADV. ACCY. *d*	2587 Cherry St....Denver, Colo.	
REX SERVICE *d*	1658 Broadway.....New York City	James Rotto
REYNOLDS, MILO C. *d*	100 Church St.....Burlington, Vt.	M. C. Reynolds
RICE-CAVANAUGH, INC.	145 W. 45th St....New York City	
RICHARD ADV. AGCY.	American Mechanics Bldg. .....Trenton, N. J.	
RICHARDS CO., INC., JOSEPH. *a-e-f-g-h*	247 Park Ave.....New York City	Wm. E. Randall
RICHMOND ADVG. SERVICE & AGENCY *d*	Swinney Bldg.....Fort Wayne, Ind.	W. L. Richmond
RICKARD ADVG. AGCY *d*	American Mechanic. Bldg. .....Trenton, N. J.	Geo. A. Rick; M. E. Rick
RICKARD & CO., INC. *f*	25 Spruce St.....New York City	
RIDDICK CO., INC., WM. *d*	Peninsula Casualty. Bldg. .....Jacksonville, Fla.*	Wm. Riddick
RILEY & SON, MARVIN A. *d*	21 E. State St*....Trenton, N. J. Broad Street Bank. Bldg. .....Trenton, N. J. 36 Lee Ave.....Trenton, N. J.	Marvin A. Riley; Marvin A. Riley Jr.
RING ADV. CO., JOHN, JR. *a-d-e-f-g*	211 No. 7th St....St. Louis, Mo.	W. W. Zahrt; J. W. Blythe; John Ring, Jr.
RITTER CO., GEORGE W. *d*	117 N. Dearborn St.Chicago, Ill.	George W. Ritter
RITTER CO., INC., PHILIP *a-d-e-f-g-h*	185 Madison Ave..New York City	J. H. Johnson
ROBBINS, INC., FRED A. *a-e-f-g-h*	37 S. Wabash Ave.Chicago, Ill.	Fred. A. Robbins; V. M. Volino
ROBBINS & PERSON	52 W. Gay St ....Columbus, Ohio	
ROBERTS & MacAVINCHE *d-e-g*	30 N. Dearborn St.Chicago, Ill.	F. Beard; C. Cusack; Wm. MacAvinche
ROBINSON-ESCHNER ADVERTISING CO. *f*	merce Bldg.....Erie, Pa.	Morton Eschner; J. S. Patterson
ROBINSON & CO., INC., WM. *d-e-f-g*	Flatiron Bldg.....New York City	William A. Clarke
ROBNETT ORGANIZATION	20 W. Jackson Blvd.Chicago, Ill.	G. W. Robnett
ROEBLING ADVG. SERVICE, INC., GEORGE W.	h Station..Boston, Mass.	
ROEDER & SCHANUEL *d*	tional Life. Bldg. .....St. Louis, Mo.	F. P. Gibbs
ROGERS-GANO ADVG. AGCY *e*	Humble Oil Bldg..Houston, Texas* First National Bank Bldg. .....Chicago, Ill. Tuloma Bldg.....Tulsa, Okla.	Dale C. Rogers; Page Rogers; R. C. Gano; H. E. Dorr
ROGERS PUBLICITY BUREAU	112 N. La Salle St.Chicago, Ill.	
ROGERS & SMITH *a-e-g*	326 W. Madison St.Chicago. Ill.	Walter E. Smith; Elbert E. Rogers
ROGERS & WALKER	110 W. 34th St....New York City	
ROOK & McSWEENEY	Bakewell Bldg.....Pittsburgh, Pa.	
ROOT NEWSPAPER ASSN. *e*	215 S. Market St..Chicago, Ill.	
R. O. R. ADVG. AGCY., INC.	Shreveport, La.	
RORICK & CO., INC., CLARK L. *e-g*	133 W. Washington St. .....Chicago, Ill.	John C. Feehan
ROSE, IRWIN JORDAN *a-d-e-g-h*	116 W. 32nd St....New York City	
ROSE-MARTIN, INC. *a-e-f-g*	226 West 47th St..New York City* Mier Bank Bldg...Ligonier, Ind.	Beatrice E. Kaye
ROSENBERG CO., INC., ADVG. & PRINTING SERVICE, ARTHUR *a-d-g*	110 W. 34th St....New York City	R. L. Eichberg
ROSENBERG CO., IRWIN L. *d-e-g*	Wrigley Bldg.....Chicago, Ill.	Fred M. Lawrence
ROSS CO., INC., F. J. *a-d-e-f-g-h*	119 W. 40th St....New York City	C. M. Seymour
ROSS-GOULD CO. *a-e-g*	309 N. 10th St....St. Louis, Mo.* 19 S. La Salle St..Chicago, Ill. 1457 Broadway.....New York City	
ROWLAND ADV. CO., INC. *a-d-e-g*	Fisk Bldg.....New York City	
RUCKEL-VAN SLYKE ADV. ACCY.	2 E. State St.....Trenton, N. J.	
RUEBY LOGAN CO., THE	Muncie, Md.	
RULAND CO., O. W. *a-d-g*	233 West 42d St...New York City	C. Ruland
RUNEY, CLARENCE E.	220 W. Liberty St..Cincinnati Ohio	
RUPERRY ADV. SERVICE	Bankers Life Bldg.Lincoln, Nebr.	
RUSSELL, WALTER	Empire Bldg.....Pittsburgh, Pa.	
RUSSELL, J. N.	Cutler Bldg.....New Haven, Conn.	
RUSSELL-STOVER CO.	Kesner Bldg.....Chicago, Ill.	
RUTH ADVG. AGCY. *d*	1329-3d Ave.....New York City	Clyde E. Murray
RUTHRAUFF & RYAN, INC. *a-d-e-g-h*	404 4th Ave.....New York City* 225 N. Michigan Av.Chicago, Ill.	L. E. Smith W. C. Babcock
RYAN-TIMBERMAN ADV. AGCY. *d*	Miners Bank Bldg.Wilkes-Barre, Pa.	Lewis E. Ryan; A. N. Timberman

S

SACKS CO., INC., *a-b-g*	120 W. 42d St....New York City* Bridgeport, Conn.	Reese M. Wilson S. Simpson
SACKHEIM & SCHERMAN *a-d-e-g*	354 4th Ave.....New York City	Robert W. Berry
SADLER, E. T. *e-g*	608 S. Dearborn St.Chicago, Ill.	
SALES PROMOTION CO.	Wilmington, N. C.	
SALLEE, A. C.	630 Pacific Finance Bldg. .....Los Angeles, Cal.	
SAMELOW & CO., S. J. *f-g*	127 N. Dearborn St.Chicago, Ill.	Walter Samelow
SAMPLINER ADV. CO.	729 7th Ave.....New York City	
SANDLASS, L. A. *a-e-g*	217 W. Saratoga St.Baltimore, Md.	
SANDMEYER & CO., R. E. *d-e-f-g*	153 N. Michigan Av.Chicago, Ill.	H. M. Schild
SANDO ADV. CO. *d*	Consolidated Bldg..Indianapolis, Ind.	Briant Sando; John Brandon
SAVAGE ADV. AGCY., GEORGE M. *a-e-g*	58 Adams Ave., W.Detroit, Mich.	
SAVILLE ADV. CO., HENRY	Wash'ton T'st Bldg.Pittsburgh, Pa.	
SAXE ADV. AGCY., WILLIAM W.	355 Boylston St...Boston, Mass.	
SAYLES CO., INC., JOSEPH F.	1790 Broadway.....New York City	
SAYRE, INC., R. H. *a-d-e*	237 5th Ave.....Pittsburgh, Pa.	R. H. Ramsey; F. J. Cross

(Continued on page 146)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Section Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to the effect has been purposely omitted in listing.

For Directory of Features

See Page 257

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., Gen'l Mgr.

150 NASSAU ST. NEW YORK

BLAIR & AUSTIN

Conducted 12 Salesmanship Club Campaigns in 1923.

There were only 11 other important contests in 1923.

We were so busy we had to refuse two of these.

Yet our commission charge is a little higher than the others.

Eleven of our Clubs were a success; the other partially so.

REASONS WHY WE ARE IN DEMAND AND OUR METHODS APPRECIATED BY PUBLISHERS

Three of our twelve Clubs were conducted at the same time campaigns were being conducted by the opposition papers. This little verse was suggested by one of these three Publishers:

"They copied all they could copy,
But they could not copy our mind,
And we left 'em sweating and swearing
A league and a half behind."

—Kipling's Ballad of the "Mary Gloucester."

BLAIR & AUSTIN

Circulation Builders

ORIGINATORS OF SALESMANSHIP CLUB PLAN

1504 Centre Ave., Reading, Pa.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 144)

	Address	Space Buyers
SCHECK ADV. AGCY. *a-c-g*	9 Clinton St. Newark, N. J.* North Amer. Bldg. Philadelphia, Pa.	Morris Scheck Julius Scheck
SCHERMERHORN ADV. CO. *d-e*	Gunter Bldg. San Antonio Tex.	R. P. Schermerhorn
SCHIELE ADV. CO. *a-d-e-g*	Cen. Nat. Bk. Bldg. St. Louis, Mo.	Milton Rippey
SCHIMPFF-MILLER CO.	Peoria Life Bldg. Peoria, Ill.	H. V. Miller H. C. Schimpff
SCHLESINGER, LOUIS *d*	1547 Broadway New York City	
SCHNEIDER, D. GUS *d*	114 Westminster St. Providence, R. I.	D. Gus Schneider
SCHOENFELD & SCHERER	Times Bldg. New York City	M. Schoenfeld Henry Scherer
SCHOOL BOOK ADVG. CO.	116 W. 39th St. New York City* 14 W. Wash'ton St. Chicago, Ill.	Paul C. Hunter
SCHLUSSEL, ADVERTISING	1270 Broadway New York City	M. Schlussel
SCIELE AGENCY	723 Olive St. St. Louis, Mo.	
SCOTT'S AGCY. *e*	3 Tremont St. Boston, Mass.	C. T. Scott
SCOTT ADV. CO., R. C.	Trenton, N. J.	
SCOVIL & CO., INC., MEDLEY *a*	35 Nassau St. New York City	E. M. Scovil C. L. Scovil H. G. McNomee W. H. Millar
SEAMAN, INC., FRANK *a-d-e-f-g-h*	470 4th Ave. New York City	J. E. Walsh
SEBRING-OSEASOHN CO.	1182 Broadway New York City	
SEEDS CO., RUSSEL M. *a-d-e-f-g*	Consolidated Bldg. Indianapolis, Ind.	Paul Richey Jack Harding Frank B. Bull Mark E. Hamer M. G. Lipson Robert E. O'Hara
SEELIGSBERG, L. W.	50 Church St. New York City	L. W. Seeligsberg
SEELYE & BROWN, INC.	—— Cass Ave. Detroit, Mich.	H. P. Brown D. C. Flint
SEHL ADV. AGCY. *a-c-g*	City Hall Sq. Bldg. Chicago, Ill.	Erwin Polkoske Curtis T. Bartel
SEVERANCE, INC., MALCOLM *d*	Trust Bldg. Asbury Park, N. J.* Bar Bldg. New York City	M. Severance R. Schweighofer
SEYMOUR CO., THE *d*	Seymour Bldg. New York City	J. W. Chew John Duff
SHADBOLT, CARNES & NOLTE, INC. *d*	Lyceum Bldg. Duluth, Minn.	W. E. Nolte
SHAFFER, J. ALBERT *a*	Eve. Star Bldg. Washington, D. C.	
SHAFFER - BRENNAN ADV. AGCY. *r-g*	Wainwright Bldg. St. Louis, Mo.	E. M. Brennan F. R. Baker
SHANKEY ADV. CO.	Keith Bldg. Salt Lake City, Utah	
SHARPE & CO., INC., W. W. *a-c-g*	240 Broadway New York City	John N. Thomas Charles D. Jan Roy J. Jones
SHAUGHNESSY & CO., W. A. *a*	15 W. 37th St. New York City	
SHAW ADV. CO., INC. *g*	295 Huntington Ave. Boston, Mass.	
SHEEHAN ADV. CO.	Greensboro, N. C.	M. J. Sheehan
SHELDON ADV. SERVICE	416 S. Salina St. Syracuse, N. Y.	
SHERIDAN, SHAWHAN & SHERIDAN, INC. *a-d-e-g*	30 E. 34th St. New York City	Harold T. Murray
SHERMAN & LEBAIR, INC. *a-e-f-g-h*	116 W. 32d St. New York City	D. O. Nelson
SHEETS, INC., J. WILLIAM *a-e-g*	Central Bldg. Seattle, Wash.	
SHERWOOD, B. K. *a-d*	367 Fulton St. Brooklyn, N. Y.	Louis J. Witherby
SHIPP & CO., THOMAS R.	Albee Bldg. Washington, D. C.	
SHIRLEY ADVG. AGCY.	Reynolds Bldg. El Paso, Tex.	
SHIVELL ADV. AGCY.	73 Tremont St. Boston, Mass.	
SHORE & STAFF AGCY.	Timken Bldg. San Diego, Cal.	
SHORT & PARTNERS, INC., FLOYD *a-e-f-g-h*	323 N. Michigan Av. Chicago, Ill.	A. J. Pedersen
SHUMAN & HAWS ADVG. CO. *e-g*	230 E. Ohio St. Chicago, Ill.	
SHUMWAY CO., FRANKLIN P. *a-d-e-f-g-h*	453 Washington St. Boston, Mass.	T. H. Sweetser
SIDENER-VAN RIPER ADV. CO. *a-d-e-g-h*	Merchants Bk. Bldg. Indianapolis, Ind.	Don H. Collins
SIECK, H. CHARLES *d*	Van Nuys Bldg. Los Angeles, Cal.	H. Charles Sieck
SILBERSTEIN, ALFRED J.	18 W. 34th St. New York City	
SIMMONDS & SIMMONDS *a-e-g*	422 S. Dearborn St. Chicago, Ill.	John Moore
SIMONS, HARRY C.	Ferry Bldg. Philadelphia, Pa.	Harry C. Simons
SIMPSON ADV. SERVICE CO., INC. *a-d-e-g*	915 Olive St. St. Louis, Mo.	Fred H. Dambr
SIMS CO., LTD., JOHN CLARK *a-d*	218 S. 16th St. Philadelphia, Pa.	John Clark Sims
SITGREAVES ADVERTISING *d*	Star Bldg. Washington, D. C.	M. L. Sitgreaves
SLACK, WALTER	242 Chestnut St. Philadelphia, Pa.	Walter Slack
SLOAN, CHARLES M. *f*	332 S. Michigan Av. Chicago, Ill.	E. K. Skoog
SLOMAN ADVERTISING CO. *g*	Dayton, O.	
SMITH, CHARLES W.	Waynesboro, Va.	
SMITH CO., ALLEN C. *a-d-e-g*	Davidson Bldg. Kansas City, Mo.	Allen C. Smith Otto Barth F. E. Whaley J. L. Corless L. D. Mitchell
SMITH ADV. AGCY., C. BREWER *a-e*	27 School St. Boston, Mass.	
SMITH ADVG. AGCY., CLYDE H. *d-e*	Coca-Cola Bldg. Kansas City, Mo.	Clyde H. Smith E. P. Schoen F. McC. Smith M. J. Weiss
SMITH, FRED'K McCURDY *a-d-e-g*	70 5th Ave. New York City	
SMITH CO., HUGH M.	New York City* Newark, N. J.	
SMITH, DENNE & MOORE, LTD. *a-e-g*	1463 Broadway New York City* Lumsden Bldg. Toronto, Ont., Can. 275 Craig St. W. Montreal, Que., Can. Caxton House, S.W. London, England	T. H. Endicott
SMITH-ENDICOTT CO. *a-g*	141 Milk St. Boston, Mass.	W. S. Craig
SMITH & FERRIS *a-d-e-f-g*	Pacific Finance Bldg. Los Angeles, Cal.	
SMITH, McCRORY & CO., INC. *a-d-e-f-g*	419 6th St. Racine, Wis.	S. C. Warden
SMITH, STURGIS & MOORE, INC., *a-d-e-g-h*	1463 Broadway New York City* Lumsden Bldg. Toronto, Canada Premier House, Southampton Row, W. C. 1. London, England 31 bis Faubourg, Montmartre Paris, France	H. L. Cohen H. H. Watson
SMITH & SMITH	Dwight Bldg. Kansas City, Mo.	
SMOOT ADV. AGCY.	Smoot Theatre Bldg. Parkersburg, W. Va. 4th & 6th Sts. Huntington, W. Va.	
SNITZLER-WARNER CO. *a-d-e-g-h*	225 N. Mich. Blvd. Chicago, Ill. 30 Fleet St., E. C. London, England	Frank C. Smith
SNODGRASS & GAYNESS, INC. *a-e-g*	489 5th Ave. New York City	
SNOW & STAFF, WALTER B. *a-e-f-g-h*	50 High St. Boston, Mass.	Adelaide McKenna A. E. Snowden
SNOWDEN ADV. AGCY., INC.	149 Broadway New York City	A. C. Henderson
SNYDER CO., J. A. *a-d-e-g*	220 S. State St. Chicago, Ill.	
SOHN ADVG. AGCY., MONTE W.	152 W. 42d St. New York City	
SOLONCHE & CO., I. H.	287 Henry St. New York City	Max Gans J. A. Wapshare
SOMMER ADVERTISEMENT AGCY., FREDERICK N. *a-e-g*	310 Broad St. Newark, N. J.	
SOROSIS ADV. CO.	70 Blake St. Lynn, Mass.	

(Continued on page 150)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

In 1923

The Commercial-News Carried

One-Fourth as Much Advertising as New York's Leading Paper. New York is 143 Times Larger Than Danville.

Showing agate lines of advertising printed from January 1 to December 31, 1923, by the leading newspapers in each of the respective cities named:

Los Angeles Times	29,520,841
Detroit News	29,067,696
Chicago Tribune	28,041,477
Pittsburgh Press	24,273,004
New York Times	24,101,226
Washington Star	23,846,758
Omaha World Herald	11,998,904
Louisville Courier-Journal	10,599,696
Danville Commercial-News	7,048,818

The above table shows the biggest advertising mediums in the United States. It is noteworthy that the table represents the greatest cities in the country.

Attention is called to the fact that in Danville, with its 40,513 population, only one-twelfth as large as Los Angeles, with its 576,673 population, The Commercial-News carried nearly one-fourth as much advertising as the Times, which leads all the United States.

The third largest amount of advertising in America was carried by the Chicago Tribune, whose city of 2,701,775 people, is nearly seventy times the size of Danville, and yet the Tribune, the city's leading newspaper, did not have four times the advertising that The Commercial-News had.

The New York Times, leading paper of America's metropolis, with a population of 5,620,048, more than one-hundred and forty-three times the size of Danville, yet it did less than three and one-half times the volume of advertising carried by The Commercial-News.

These comparisons establish the relative standing of The Commercial-News in its field as compared with the greatest newspapers in the land in their fields. It is tremendously in The Commercial-News' favor.

And in its own field during the same period, The Commercial-News stands.

FIRST
- In Foreign Advertising
- In Local Display Advertising
- In Classified Advertising
- In Volume of Reading Matter
- In Home Delivered Circulation

The Net Paid Circulation of the Danville (Ill.) Commercial-News for December was 21,786

J. J. Bender
GENERAL MANAGER

PAID IN ADVANCE

CIRCULATION

BIG 4 FOUR CIRCULATION ORGANIZATION HOUSTON, TEXAS

Permanent Address: HOUSTON POST, HOUSTON, TEXAS

Frank T. Hamilton
MANAGER

PAID IN ADVANCE

CIRCULATION

"MANY MORE LETTERS LIKE THIS ONE THAT SPEAK FOR THEMSELVES"

PUBLISHED EVERY AFTERNOON EXCEPT SUNDAY — FULL LEASED WIRE ASSOCIATED PRESS REPORTS

HATTIESBURG AMERICAN

HOWARD S. WILLIAMS, EDITOR AND GENERAL MANAGER

HATTIESBURG, MISS.
January 19th, 1921

Mr. J. J. Bender,
Big 4 Co
City

Dear Mr. Bender:

Now that the $8000.00 Automobile & Prize Contest of the Hattiesburg American has come to a successful close I want to write and tell you how delighted we are at the outcome, which is largely due to your efficient personal management of the entire campaign. You came to us with letters of recommendation of the highest character from some of the largest newspaper publishers of the country. I want to say that every recommendation which you presented to us has been more than backed up by your personal efforts in our campaign.

I do not hesitate for an instant to recommend to any newspaper publisher the securing of your services to conduct a campaign where the very highest type of a man of integrity and character is demanded. There was no one thing in the entire Hattiesburg American campaign that, I, as Editor and Manager of the paper conducting it, could see upon which to base the least criticism of complaint. At the close of the campaign, as usual, some candidates who were not awarded prizes were critical, but at no time could any candidate offer the least bit of evidence that there was in the remotest degree anything unethically done at any time by yourself or the newspaper or its employees. In fact every candidate signed a statement to this effect at the close of the campaign.

I take pleasure in after knowing you for more than sixty days and being daily associated with you in giving you this letter so that you may know how highly we appreciate your earnest and successful efforts in this campaign, and to let you know further that I regard you as a man of the very highest integrity-whose word at all times I would take without question-in fact, after these dealings with you I consider your word as good as your bond.

I might add that as a result of the campaign, altho' we are the only newspaper in Hattiesburg, which is a city of 16,000, we added approximately 1600 new subscribers to our subscribers list, and received in money approximately $17,000.00, which I am informed makes this campaign the most successful ever held by any newspaper in the state of Mississippi.

Assuring you of my highest regards and wishing you continued success, also trusting that in the event I can be of service to you, you will not hesitate to call on me.

Yours very sincerely,

HATTIESBURG AMERICAN
Howard S. Williams
By Editor and Manager

KSM-PS

"CAMPAIGNS RECENTLY CONDUCTED"

PERSONAL ATTENTION DURING ENTIRE PERIOD OF CAMPAIGN

HATTIESBURG AMERICAN, Hattiesburg, Miss. (2)
LAUREL DAILY LEADER, Laurel, Miss. (2)
HOUSTON POST, Houston, Texas
HENRYETTA DAILY STANDARD, Henryetta, Okla.
DAILY ARDMOREITE, Ardmore, Okla.

DEMOCRAT, Durango, Colo.
DAILY ENTERPRISE, Bartlesville, Okla.
DAILY ADVANCE, Hollister, Calif.
DAILY SENTINEL, Dinuba, Calif.
EL DORADO DAILY NEWS, El Dorado, Ark.

VICKSBURG HERALD, Vicksburg, Miss. (2)
TIMES-HERALD, West Point, Miss.
CALLER, Corpus Christie, Texas (2)
MORNING NEWS, Laredo, Texas
GUTHRIE DAILY LEADER, Guthrie, Okla.

WE CONSIDER THE PUBLISHERS' BEST INTEREST FIRST

Many others not mentioned can be given on request.

The BIG FOUR ORGANIZATION is composed of men of the highest calibre—trained men whose business and energy are directed at increasing your circulation by every FAIR way. There are no aftermaths to a BIG FOUR CAMPAIGN.

The BIG FOUR ORGANIZATION automatically fits into your organization—not apart and away from the publisher. Complete harmony and understanding exists before, during and after the campaign.

Endorsement from some of the largest and most representative publishers in the United States prove absolutely that our service is peer of them all. Look us over! We know how!

Details Will Be Given on Request

Do you want some interesting facts about the possibilities in your field? Do you want to know what the Big Four Circulation Organization can do for you? Are you one of those publishers who would like to do something bigger, better and more effective than has been done in your field? If so, act at once. I thank you.

J. J. BENDER, General Manager.

BLUE RIBBON FICTION

First run work of first class authors, including, for the year 1924.

Booth Tarkington
Peter Clark Macfarlane
Richard Connell
Octavus Roy Cohen
Samuel Merwin
George Barr McCutcheon
Achmed Abdullah
Arnold Bennett
—and many others.

Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE Strips

The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed.*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard.*
Smitty *by Walter Berndt.*

COMICS IN COLORS

8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard

GOOP ETIQUETTE
By Gelett Burgess
in Colors or in Black and White

W. E. HILL PAGE OF COMICS
in Gravure or Black and White

CARTOONS
John T. McCutcheon—Carey Orr
Gaar Williams

BURNS MANTLE
Weekly New York Theatre Letter

THE POTTERS
by J. P. McEvoy

GRAVEL PIT PUPS
Raymond Kelly

"MY HALF CENTURY IN BASEBALL"
by Chas. A. Comiskey

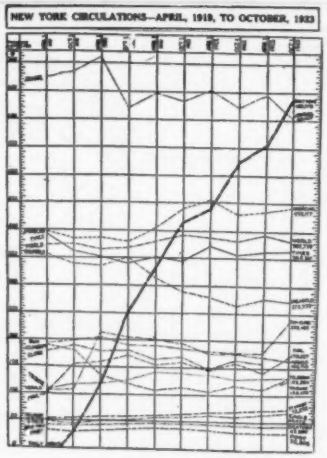
DR. EVANS
The first and best of newspaper medical writers

Daily and Sunday
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery.

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC Photos

Organized by the Chicago Tribune and The New York Daily News
25 Park Place, New York



The Chart is from Editor & Publisher for October 6, 1923. The dark line ascending so precipitately represents the circulation growth of The Daily News of New York, which The Chicago Tribune founded four years ago.

FEATURES *that mean* LEADERSHIP *wherever they go!*

CHICAGO TRIBUNE features meant amazing growth and swiftly acquired leadership to The Daily News of New York, which amassed in four years the largest morning daily circulation in America—with "Momma" Tribune second to none but her New York prodigy.

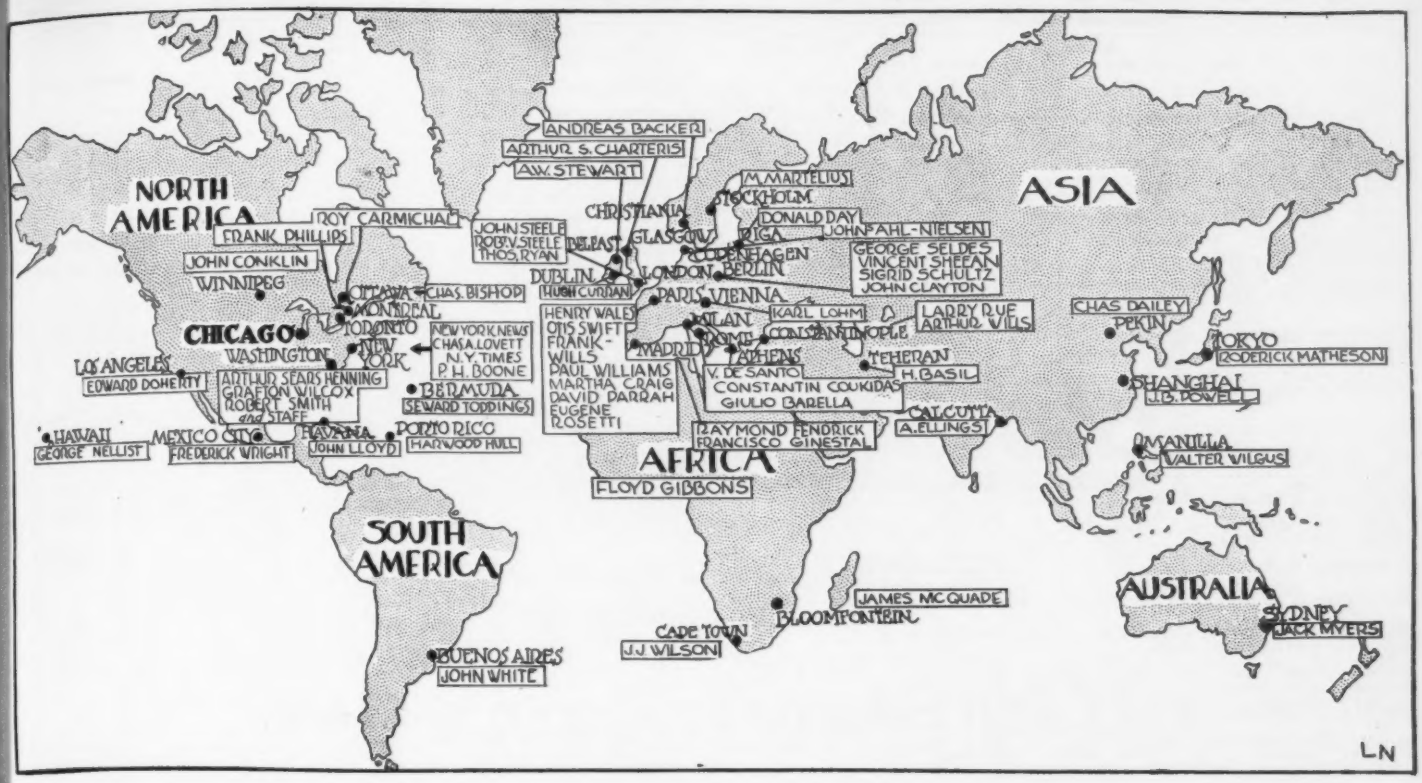
Chicago Tribune features have meant leadership in many another highly competitive group. During 1923 several new members were added to The Tribune's Leadership family—features that have been developed for our own use and which have proved successful.

Peruse the list— then wire or phone for options and rates!

Buy ...

The Chicago Tribune

Tribune Plant, CHICAGO



. . . this map records a yearly expenditure of more than $400,000—thirty staff men strategically spotted over Europe, Asia, South America, etc.—approximately 2000 correspondents in the United States—leased wires to thirty principal cities.

THE Tribune Foreign News Service—The Tribune correspondents in this country—the leased wire network—these three are one. They coordinate to give constant, accurate, truthful, quick coverage of the news of all the world. It costs a great deal to maintain this service—yet other papers may buy in at a very moderate rate.

SPECIAL ANNOUNCEMENT

READY PRINT COMICS

For the first time in many years, Chicago Tribune comics are available in ready-print form. Either in eight pages or four pages, in full size, or eight pages tabloid. In colors. Phone or wire for complete information.

. . . . *Leadership!*

e Newspapers *Syndicate*

G 025 *Park Place,* NEW YORK

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 146)

	Address		Space Buyers
SOUTHERN ADV. AGCY., INC. *a-b*	Randolph Bldg.	Memphis, Tenn.	
	Candler Bldg.	Atlanta, Ga.	
SOUTHERN ADVG. AGENCY, INC.	Lexington Bldg.	Baltimore, Md.*	Gerrish Gassaway
	69th St. Term. Bldg.	Philadelphia, Pa.	H. E. Boyd, Jr.
SOUTHWESTERN ADV. CO. *a-b-d-e-g-h*	1521 Commerce St.	Dallas, Tex.*	H. M. McGhee
	Continental Bldg.	Okla. City, Okla.	
	Kennedy Bldg.	Tulsa, Okla.	
SPAFFORD CO., INC. *a-d-e-f-g*	10 Arlington St.	Boston, Mass.	V. F. Gould
SPARKS, E. E.		New York City	
SPENCER ADVG. AGCY., CARL O.	Am. Cen. Life Bldg.	Indianapolis, Ind.	
SPIER, FRANKLIN	Knickerbocker Bldg.	New York City	Franklin Spier
SPIERO CO., GERALD B. *d*	1 W. 34th St.	New York City	Alvin J. Kayton
SPIVAK ADV. AGCY., M. *a-d-e-g*	286 5th Ave.	New York City	
SPRINGER ADV. AGCY.	2130 Forbes St.	Pittsburgh, Pa.	Mr. Springer
STACK ADV. AGCY. *a-d-e-g*	Heyworth Bldg.	Chicago, Ill.	C. B. Peterson
STALKER ADV. CO., INC. *e-g*	Nasby Bldg.	Toledo, Ohio	H. H. Stalker
STANDARD ADV. AGCY.	150 Nassau St.	New York City	
	Victoria Bldg.	St. Louis, Mo.	
	663 Robinson St.	Memphis, Tenn.	
STANDARD LETTER & ADVG. CO. *d*	Seitz Bldg.	Syracuse, N. Y.	H. A. Allen
STANDISH ADV. AGCY., GRANVILLE S. *a-e-g*	Union Trust Bldg.	Providence, R. I.	
STANFORD ADV. AGCY.	326 4th Ave.	Pittsburgh, Pa.	
	38 W. College St.	Canonsburg, Pa.	
	Woolworth Bldg.	Lancaster, Pa.	
ST. CLAIR CO., WILLIAM G. *a-d-g*	Witherspoon Bldg.	Philadelphia, Pa.	
ST. GERMAIN ADV. AGCY., FRED. *d*	Onondaga Bk. Bldg.	Syracuse, N. Y.	Fred. St. Germain
ST. PAUL ADV. CO.	100 S. Wabash St.	St. Paul, Minn.	C. C. Brainard
STAPLES & STAPLES, INC. *a-b-d-e-g-h*	Mutual Bldg.	Richmond, Va.	
STAPLETON, WILLIAM R.	Malley Bldg.	New Haven, Conn.	
STARK, THOMAS H. *d*	Crutcher & Starks Bldg.	Louisville, Ky.	H. B. Stark
STAUFFER, S. R.		Minneapolis, Minn.	
STEEL CO., F. R. *d-e-f-g*	201 E. Ontario St.	Chicago, Ill.	F. R. Steel; F. T. Andrews, Jr.; P. T. Foley; A. G. McKnight
STEINBRENNER ADV. AGCY.	1403 Race St.	Cincinnati, O.	
STEINMAN-BRADT ADV. SERVICE *d-e-i*	Perley Bldg.	Modesto, Cal.	Alfred Steinman
STERLING ADV. AGCY. *d-e*	700 S. Council St.	Muncie, Ind.	H. R. McNaughton
STERLING ADV. SERVICE *g*	58 W. 40th St.	New York City	
STERLING-BEESON ADV. CO.		Toledo, O.	
STERLING-McMILLAN-NASH, INC. *a-d-g*	2 W. 45th St.	New York City	Witold Markwiz
STERN, ADVG. SERVICE, G. M.	Little Bldg.	Boston, Mass.	G. M. Stern
STERNAU, ARTHUR R. *a*	Bailey Bldg.	Philadelphia, Pa.	
STERNBERG CO., H. SUMNER	154 Nassau St.	New York City	
STERNFIELD-GODLEY, INC. *d-e*	154 Nassau St.	New York City	B. Perlman; Fred. Eichel; S. S. Sternfield
STERRETT ADV. SERVICE *d-e*	Palace Bldg.	Erie, Pa.	W. M. Lias
STEVENS ADVG. AGCY., FRED D. *d*	Martin Bldg.	Utica, N. Y.	Winifred Southbard
STEVENS CO., H. & J. *d*	Murray Bldg.	Gr. Rapids, Mich.	Joe Stevens, Jr.; Henry Stevens
STEVENS AGCY., HERMON W. *a-d-e-g*	Globe Bldg.	Boston, Mass.	Hermon W. Stevens
STEVENS CO., JEWELL F. *d*	19 S. La Salle St.	Chicago, Ill.	J. F. Stevens; N. A. Hooker
STEVENS & WALLIS, INC. *d-e*	45 West on S. Temple	Salt Lk. City, Utah	James B. Wallis; S. A. Stevens
STEWART-DAVIS ADV. AGCY. *a-d-e-g-h*	400 N. Michigan Av.	Chicago, Ill.	
STIRES, CONNER CO.	Pittsburgh Life Bldg.	Pittsburgh, Pa.	
STOCKFORD CO., C. C. *d-e-f-g*	Summit-Cherry Bldg.	Toledo, O.	(Miss G. B. Reinhart; C. C. Stockford; H. F. Bradford
STOCKMAN ADV. AGCY., A. M. *a-d-e-f-g*	127 Duane St.	New York City	A. M. Stockman
STONETON ADV. CO.	147 Water St.	Hallowell, Me.	
STORM ADVG. AGCY.	35 W. 39th St.	New York City	
STORM & SONS, INC., JULES P. *a-g*	120 W. 41st St.	New York City	Charles M. Storm; Edward Klein
STOVER CO., RUSSELL	Kesner Bldg.	Chicago, Ill.	
STRAIN, J. IRVIN, INC. *c*	Lexington Bldg.	Baltimore, Md.	J. Irvin Strain
STRANG & PROSSER ADV. AGCY. *a-d-e-f-g*	Empire Bldg.	Seattle, Wash.	Frank C. Doig
STREET & FINNEY, INC. *a-d-e-f-g-h*	171 Madison Ave.	New York City	Fred C. Bonthron
STREET CAR ADVERTISING	808 Munsey Bldg.	Washington, D. C.	
STRICKENBERG, H. M., & MORELAND, C. C., & FORSHEE		Cincinnati, O.	
STRONG ADV. AGCY., HOWARD MARCUS *f-g*	360 Worthington St.	Springfield, Mass.	H. M. Strong
STUART, C. R. *d*	Stweiler Bldg.	Los Angeles, Cal.	C. R. Stuart
SUEDHOFF-ROSS CO., INC *a-d-e*	Shoaff Bldg.	Forty Wayne, Ind.	Carl J. Suedhoff; S. A. Ross
SUGDEN ADV. CO., J. L. *a-e-f*	32 W. Wash'n St.	Chicago, Ill.	J. L. Sugden
SWEENEY & JAMES CO., THE *a-d-e-g*	1632 Euclid Ave.	Cleveland, O.	H. B. Snyder
SWEET ADVG. AGCY., RALPH. A. *g*	Press Bldg.	Binghamton, N. Y.	
SWEET & PHELPS *d-e*	608 S. Dearborn St.	Chicago, Ill.	Melville S. Sweet
SWEETLAND, BEN I.	30 Ferry St.	New York City	
SWENSON CO., HILLMAR V.	508 N. Dearborn St.	Chicago, Ill.	
SWISHER ADV. SERVICE *a-d*	Mears Bldg.	Scranton, Pa.	S. F. Williams
SYPHER, FRED H. *d-e*	313 S. High St.	Akron, O.	Fred H. Sypher
SYVERSON - KELLY ADV. AGCY. *a-e*	Columbia Bldg.	Spokane, Wash.	D. B. Egan; A. H. Syverson

T

	Address		Space Buyers
TABOT ADV. AGCY., C. C.	Vinney Bldg.	Syracuse, N. Y.	
TAUBER ADVG. AGCY., INC. *g*	612 13th St., N. W.	Washington, D. C.	V. B. Sutton
TAYLOR, J. W. *d-e*	Fine Arts Bldg.	Detroit, Mich.	J. W. Taylor
TEAS ADVG. AGENCY, PAUL *f*	Guardian Bldg.	Cleveland, O.	
TELLER - THOMPSON ADVG. AGCY.	220 W. Onondaga St.	Syracuse, N. Y.	
TEXAS ADV. AGCY.		Houston, Tex.	
THIEL & CO., E. C. *d*	3943 Lincoln Ave.	Chicago, Ill.	E. C. Thiel
THIELECKE ADVG. AGCY. *d-e-g*	Mining Ex. Bldg.	Col. Springs, Col.	M. L. Thielecke
THOMAS ADV. SERVICE. *a-b-d-e-g-h*	Graham Bldg.	Jacksonville, Fla.*	
	Citrus Exchange Bldg.	Tampa, Fla.	
THOMAS, INC., CHARLES R.	562 5th Ave.	New York City	
THOMAS ADV. AGCY., DAVID C. *a-e-f-g-h*	165 E. Erie St.	Chicago, Ill.	Frederick West
THOMPSON CO., J. WALTER *a-d-e-f-g-h*	244 Madison Ave.	New York City*	
	Lytton Bldg.	Chicago, Ill.	Richard Dunne (Chicago)
	80 Boylston St.	Boston, Mass.	Edith V. Righter (New York)
	1st Nat. Bk. Bldg.	Cincinnati, O.	
	Hanna Bldg.	Cleveland, O.	George Pearson (Chicago)
	Kohl Bldg.	San Francisco, Cal.	
	Bush House	London, England	
THOMPSON-KOCH CO. *c-g*	32 W. 6th St.	Cincinnati, O.	
THRESHER SERVICE *a-e-g*	136 Liberty St.	New York City	L. J. Delaney; K. V. Hall
THROOP, GEORGE ENOS	6 N. Michigan Ave.	Chicago, Ill.	
THURLOW ADV. AGCY.	Little Bldg.	Boston, Mass.	H. A. Thurlow; R. L. Rogers
TIFFANY, J. A.	50 Buckingham St.	Springfield, Mass.	
TIFFANY-BAYLESS CO., THE *a-d-e-f-g*	Keith Bldg.	Cleveland, O.	C. H. Rundell
TISNE, WALTER E. *e-g*	110 W. 88th St.	New York City	
TOLINS COMPANY	14 Walnut St.	Philadelphia, Pa.	
TOUZALIN AGCY., CHARLES H. *a-e-f-g*	Tribune Bldg.	Chicago, Ill.	Albert R. Calles
TRACY-PARRY CO., INC. *a-e-g-h*	Lafayette Bldg.	Philadelphia, Pa.	
	347 5th Ave.	New York City	
TRACY, INC., W. I. *d-e-f-g*	31 Union Square	New York City	
TRADES ADV. AGCY. *a-e-g-h*	665 5th Ave.	New York City	Josephine Cone
TRANSOM CO., INC. *d-e-g*	637 N. Mich'n Blvd.	Chicago, Ill.	Miss B. F. Wozzimer; C. A. Transom
TRUMP, W. H. *d*	Earle Bldg.	Philadelphia, Pa.	W. H. Trump
TRYON, GEORGE W. *g*	Times Bldg.	New York City	
TUCKER ADV. AGCY., INC. *a-d-e-f-g*	303 5th Ave.	New York City	Miss M. A. Allen; William Oechs
TUHOLSKI ADV. SERVICE, D. A. *d*	Guard. Trust Bldg.	Denver, Col.	D. A. Tuholski
TUNNEL ADV. AGCY.	30 Church St.	New York City	
TUPPER AGCY., CLIFTON H. *a-b-e*	City Nat. Bk. Bldg.	San Antonio, Tex.	C. H. Tupper
TURNER-WAGENER CO. *a-e-f-g*	Wrigley Bldg.	Chicago, Ill.	R. A. Sorenson; J. H. Turner
TUTHILL ADV. AGCY., INC. *a-e-f-g*	1133 Broadway	New York City	
TUTTLE, F. CLYDE		Greensboro, N. C.	
TWEED ADVG. AGCY., R. E.	Estey Bldg.	Philadelphia, Pa.	
TWENTIETH CENTURY ADV. AGCY.	153 Lexington Ave.	New York City	John W. Gaffney
TWIN CITY ADVG CO.	Star Theatre Bldg.	Tonawanda, N. Y.	

U

	Address		Space Buyers
UHL, INC., EARLE		Chicago, Ill.	
UNDERWOOD, INC., CORNELIUS H.		New York City	
UNITED ADVERTISING AGCY.	Commerce Bldg.	Sioux City, Ia.	B. J. Abraham
UNITED ADV. AGENCY *a-e-g*	339 5th Ave.	New York City	E. F. Fettinger; H. C. Dayeh
	Kinney Bldg.	Newark, N. J.	
	21 Smith St.	Paterson, N. J.	
	Temple Bldg.	Toronto, Ont.	
	1 William St.	Bridgeport, Conn.	
	2112 Cabell St.	Dallas, Texas	
UNITED ADV. CORPORATION	333 State St.	New Haven, Conn.	
UNITED ADV. SERVICE	22 Market St.	Newark, N. J.	
U. S. ADVG. CORP. *a-d-e-f-g*	2d Nat. Bk. Bldg.	Toledo, O.	Dick Jemison
UNIVERSAL ADV. SERVICE, INC. *d*	25 N. Mich'n Ave.	Chicago, Ill.	M. R. Webster
URMY, LOUIS V. *a-d-e-g*	41 Park Row	New York City	Louis V. Urmy
USHER, LEE & PURNER ADVG. AGCY.		Milwaukee, Wis.	

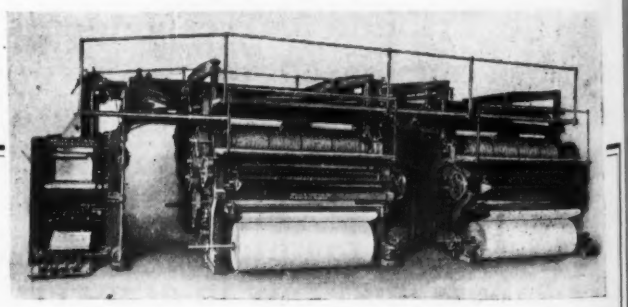
V

	Address		Space Buyers
V—C. ADVERTISERS' SERVICE CORP. *d*	220 W. 42d St.	New York City	Thomas O'Donnell
VALLANDINGHAM CO., INC., L. E. *d*	919 Walnut St.	Des Moines, Ia.	L. E. Vallandingham
VALLEJO ADVG. SERVICE *d*	Central Bank Bldg.	Vallejo, Cal.	E. H. Barnum
VAN BENSCHOTEN, RAY	Union Bank Bldg.	Syracuse, N. Y.	
VANDERHOFF & CO. *a-d-e-g-h*	167 E. Ontario St.	Chicago, Ill.	Ralph N. Cushing
VAN DUSEN & CARTER		Jackson, Mich.	
VAN HAAGAN ADV. AGCY., John C. *a-d-e-g*	1602 Chestnut St.	Philadelphia Pa.	John C. Van Haagen; Louis L. Kerr
	50 E 42d St.	New York City	Miss Catherine Parker; D. J. Ogilvie; Edgar F. Rieben
VAN PATTEN, INC. *a-d-e-g*			
VAN SANT & CO. *d-f*	1001 N. Calvert St.	Baltimore, Md.	
VIEREGG ADVG. SERVICE, INC.		Buffalo, N. Y.	

(Continued on page 152)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Approved by Associated Business Papers, Inc. **G**—Recommended by Periodical Publishers' Association. **H**—Member of American Association of Advertising Agencies. **I**—Member California Advertising Service Association. **J**—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.



THE SCOTT "MULTI-UNIT" PRESS

Never Disappoints You.

It is the one newspaper printing press that meets any condition that may arise. Increased advertising or news demands more pages. You can obtain it with this versatile machine.

YOUR PRESS ROOM PROBLEMS

are solved forever if you install a Scott "Multi-Unit" Press for all you have to do is add additional Units, Folders or Formers to meet increased circulation or make combinations and use all Units on press.

LET US SOLVE YOUR PROBLEMS.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO — 1441 Monadnock Block

NEW YORK — 1457 Broadway, at 42d Street

San Francisco

Illustrated Daily Herald

56 12th ST., SAN FRANCISCO

CORNELIUS VANDERBILT, Jr.
EDITOR AND PUBLISHER

First Issue Monday, December 10th, 1923

FOUNDED by a practical newspaper man, ably financed, with a vigorous, well defined business, circulation and editorial policy, this newspaper was "off under the whip" at the start, and scored a phenomenal success the first week of its existence.

Clean in editorial policy, decent as to pictures, sane, clever and optimistic, the ILLUSTRATED DAILY HERALD met a most gratifying reception from the people making up what is the most typically cosmopolitan and metropolitan aggregation of go-getters in the country.

San Francisco's market is as diversified, as virile, as up-to-date and as cosmopolitan as are the markets of New York or Chicago.

It will prove profitable for advertisers to schedule the ILLUSTRATED DAILY HERALD. Buy on a rising market, for you get more than you pay for. The circulation has exceeded 110,000 every issue so far, and will grow rapidly.

The ILLUSTRATED DAILY HERALD is in San Francisco to STAY and to GROW, and is amply able, financially, to provide the best in everything for its readers.

BENJAMIN & KENTNOR CO.

FOREIGN REPRESENTATIVES

2 West 45th Street, New York — 900 Mallers Building, Chicago

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 150)

	Address		Space Buyers
VINCENT & VINCENT *d-e*	Artisans Bldg	Portland, Ore	Fred W. Vincent; Z. G. Vincent
VIRGINIA ADV. SERVICE CO., INC. *b-d*	511 Colonial Ave	Norfolk, Va	H. O. Mains
VOLKMAN ADV. AGCY., M. *a-e-g*	World Bldg	New York City	
VON POETTGEN, CARL S	Kresge Bldg	Detroit, Mich	
VOORHEES ADV. & SALES SERVICE	45 N. Division St	Buffalo, N. Y	
VOORHEES & CO	116 Nassau St	New York City	J. S. Voorhees; H. R. Voorhees
VREDENBURCH-KENNEDY CO., INC. *d-e-g*	171 Madison Ave	New York City	T. F. Kennedy; M. Maher
VREELAND, INC., E. E	344 W. 38th St	New York City	

W

	Address		Space Buyers
WADE ADV. AGCY. *a-e-g*	130 N. Wells St	Chicago, Ill	
	Anisfield Bldg	Cleveland, O	
WADMAN, INC., REX. W	501 5th Ave	New York City	
WALD ADV. AGCY., S. *d*	World Bldg	New York City	B. Spenadel; W. R. Hunter
WALDMAN, ARTHUR L. *d*	159 W. 33d St	New York City	
WALDRON, L. H. *e-g*	Monadnock Bldg	San Francisco, Cal.	
WALES ADV. AGCY	Orpheum Bldg	Topeka, Kan	
WALES ADV. CO. *a-d-e-f-g-h*	141 W. 36th St	New York City	Frank A. Grady
WALKER ADV. AGCY	Sherman Clay Bldg	San Francisco, Cal.	
WALKER & CO	88 Custer Ave	Detroit, Mich.*	R. P. Stewart
	309 Helen St	Flint, Mich	C. J. Mehegan
	Bearinger Bldg	Saginaw, Mich	T. Wisner
		Owasso, Mich	Ed. Jamison
WALKER CO., WILLIAM S	Park Bldg	Pittsburgh, Pa	
WALKER & DOWNING *f*	Oliver Bldg	Pittsburgh, Pa	H. S. Downing; Wm. S. Walker
WALKER & CO., DUDLEY *a-d-e*	People's Gas Bldg	Chicago, Ill	A. Conwisher
WALKER - LONGFELLOW CO., INC. *g*	4 Northampton St	Boston, Mass	
WALKLEY CO., INC	341 5th Ave	New York City	
WALLERSTEIN, INC., ALFRED *a-g*	70 W. 40th St	New York City	A. J. O'Flaherty
WALLOWER, ROWLAND C. *e*	39 Cortland St	New York City	
	918 N. 16th St	Harrisburg, Pa	
WALTER ADVG. AGCY., A. D	Vandergrift Bldg	Pittsburgh, Pa	D. A. Sullivan
WALTERS ADVG. AGCY., F. M	288 Main St	Springfield, Mass	
WALTON ADV. AGCY. *b-d-f*	217 Latta Arcade	Charlotte, N. C	A. G. Walton
WALTON ADV. & PRINTING CO. *a-e-g*	88 Broad St	Boston, Mass	Perry Walton
WALZ-WEINSTOCK, INC. *d*	360 Delaware Ave.	Buffalo, N. Y	
WAPLES-FRIETAG-WILLIAMS CO.		Atlanta, Ga	
WARD & GOW *e*	50 Union Square	New York City	
WARFIELD ADV. CO., INC. *a-d-e-f-g*	Federal Res. Bldg	Omaha, Neb	P. H. Dearmont; M. O. Launch
WARK ADVG. SYSTEM CO. *d*	274 N. High St	Columbus, O	W. J. Wark
WARNER CO., THE *d*	6553 Woodward Av.	Detroit, Mich	Paul A. Stocker
WASKOW ADV. AGCY. *e*	551 W. Wash'n St.	Chicago, Ill	G. R. Waskow
WATERBURY, HERBERT	195 Madison Ave	Memphis, Tenn	Herbert Waterbury
WATERS ADVG. AGCY., FRANCIS M *d*	Bowles, Bldg	Springfield, Mass	F. M. Waters
WATERS & McLEOD	Detwiler Bldg	Los Angeles, Cal	J. A. C. Waters
WATKINS, H. E		Pueblo, Col	
WATSON ADV. AGCY. *e-g*	122 S. Michigan Av.	Chicago, Ill	
WAYNE-MEAD ADV. SERVICE *d*	307 Flatiron Bldg	San Francisco, Cal.	
WAYNESBORO ADVG. AGCY	Waynesboro Trust Co. Bldg	Waynesboro, Pa	J. A. Knupp
WEBB ADVG. & LETTER SERVICE, D. STUART	500-506 Park Ave.	Baltimore, Md	D. Stuart Webb; J. W. Foster; Mary L Thompson
WEBB ADV. CO., FRANK. D	200 E. Lexingt'n St.	Baltimore, Md	Frank D. Webb; Alfred C. Arnold; Anna J. Coleman; Donald M. Brown
WEBB, HENRY	Davies Bldg	Dayton, O	Henry Webb
WEBER ADVG. AGCY. *d*	296 Broadway	New York City	Benjamin Weber
WEBER ADVG. BUREAU, HENRIETTE *a*	220 S. Michigan Av.	Chicago, Ill	
WEIL CO., JOSEPH *a-d-e*	Jenkins Arcade	Pittsburgh, Pa	Joseph Weil
WEIL ADV. AGCY., M. C. *d*	222 W. 23d St	New York City	M. M. Craig
WEILL CO., ARMAND S. *a-e*	543 Ellicott Sq	Buffalo, N. Y	Armand S. Weill; H. C. Desbecker
WEINGARTEN ADV. AGCY., M. *d-e-g*	286 5th Ave	New York City	Jack Weingarten
WEISS ADV. AGCY. *d-g*	110 W. 40th St	New York City	Isidore E. Weiss
WELCH, F. MILTON	35 Nassau St	New York City	
WELCH HANBERY ADVERTISING AGCY. *d*	Central Bldg	Long Beach, Cal	Welch Hanbery; Frank C. Bliss
WILLS ADVG. SALES CO	80 Boylston St	Boston, Mass	Robert S. Addie
WERTHEIM, J. L. *a*	178 E. 2d St	New York City	
WESSELS COMPANY, E. J	334 5th Ave	New York City	
WEST, EDWARD M	250 5th Ave	New York City	
WEST ADV. SERVICE, FRED C.	Johnson Block	Muncie, Ind	
WESTERN ADV. Co.	Merchants - Laclede Bldg.	St. Louis, Mo	
WESTERN ADV. AGCY., INC. *a-d-e-g-h*	214 5th St	Racine, Wis	Franz C. Jordan; Sarah Jelliffe
WESTERN ADV. CO., INC. *d-g*	Union Bldg	San Diego, Cal	G. V. Rockey
WESTERN, W. HULL	30 Church St	New York City	
WETHERALD ADV. AGENCY, JAMES T. *a-e-g*	142 Berkeley St	Boston, Mass.*	J. T. Wetherald
	6555 Jefferson Ave.	Detroit, Mich	Miss Annie K. Hardy
WHEELER ADV. CO. *d*	Fuller Bldg	Jersey City, N. J	
WHIDDEN ADV. AGCY., GUY C. *a-e-g*	Bulletin Bldg	Philadelphia, Pa	Edward V. Keenan
WHIDDEN & SHERRILL ADVG. AGCY.		Boston, Mass	Chas. D. Whidden; A. M. Sherrill
WHIPPLE & BLACK, INC. *d-e*	Free Press Bldg	Detroit, Mich	J. Scott Black
WHIPPLE & GRANT	Free Press Bldg	Detroit, Mich	
WHITE, FRANK B	76 W. Monroe St	Chicago, Ill	
WHITE, G. LEONARD *d*	1727 Stout St	Denver, Col	G. Leonard White
WHITELEY & CO., JESSE H. *d*	Janet Bldg	Charleston, W. Va.	J. H. Whiteley; Sydney S. Ager
WHITMAN ADVERTISER'S SERVICE *e-f-g*	1182 Broadway	New York City	
WHITTINGTON CO., THE *d-e*	Douglas Bldg	Seattle, Wash	V. W. McKinney
WIERENGO & STAFF, JOHN *e-f*	Com. Bank Bldg	Gr. Rapids, Mich	
WILDMAN ADVG. ACCY. *d-g*	450 4th Ave	New York City	Nat C. Wildman; W. K. Porzer
WILLEY OF DETROIT ADVG. CO.		Detroit, Mich	
WILLIAMS ADV. AGENCY *d*	333 S. Dearborn St.	Chicago, Ill	W. E. Williams
WILLIAMS & CUNNYNGHAM *a-d-e-g*	6 N. Michigan Ave.	Chicago, Ill.*	Arthur C. Smith
	111 5th Ave	New York City	
WILLIAMS & SAYLOR, INC. *a-d-e-f-g*	450 4th Ave	New York City	Kenneth MacIntyre
WILMINGTON ADV. SERVICE	833 Orange St	Wilmington, Del	
WILSON ADV. AGCY. *b-d-e*	Ind. Life Bldg	Nashville, Tenn	F. B. Wilson; Eric Tatom
WILSON ADVG. SERVICE *d*	Box 392	Hartford, Conn	Howard C. Wilson
WILSON & CLARK *d*	80 Boylston St	Boston, Mass	
WILSON, INC., EDWIN BIRD *a-d-e-f-g-h*	9 Hanover St	New York City	C. T. Sweeney
WILSON, OLMSTED & REED	Globe Bldg	Seattle, Wash	
WILSON PUBLICITY CO	608 S. Dearborn St.	Chicago, Ill	
WIMBERLY ADVG. AGCY. *a-b-d*	Cotton Ex. Bldg	Fort Worth, Tex	F. W. Wimberly
WIN-AD-SERVICE *d*	2 Rector St	New York City	A. M. Winburn
WINBURN & CO., M	576 5th Ave	New York City	
WINCHELL ADVG. ACCY., H. C. *d-f*	230 E. Ohio St	Chicago, Ill	H. C. Winchell
WINNINGHAM, C. C. *a-d-e-g*	10 Peterboro, W	Detroit, Mich	H. E. Middleton
WINTER, N. A. *d*	Reg. & Trib. Bldg	Des Moines, Ia	N. A. Winter
WISCONSIN - ILLINOIS A'D V. AGCY.	509 W. State St	Rockford, Ill.*	M. R. Kopf; Jay Kopf; Philip Wolf; Harry Saunders
	Lytton Bldg	Chicago, Ill	
WOLF, INC., PHILIP *d*	Candler Bldg	New York City	
WOLFF, HERMAN E	Odd Fellows Temple	Cincinnati, O	
WOOD, PUTNAM & WOOD CO. *a-d-e-f-g*	178 Fremont St	Boston, Mass.*	David A. Besse
WOOD & REBER, INC. *d*	408 Marion St	Seattle, Wash	E. L. Reber
WOODALL & AMESBURY ADVG. AGCY. *a-d-e*	Phoenix Bldg	Minneapolis, Minn	
WOODMAN ADV. AGCY., E	Henry Bldg	Seattle, Wash.*	E. F. Woodman; John Shaw
	Provident Bldg	Tacoma, Wash	
WOOD'S ADVG. AGCY	Hippodrome Bldg	Cleveland, O	
WOODS, CLINTON E	15 E. 26th St	New York City	
WOODWARD, ARTHUR	1476 Broadway	New York City	
WORLD WIDE ADV. CORP. *a-d-g*	303 5th Ave	New York City	H. W. Moore; Miss N. D. Prendergast; W. G. Fallon
WORLEY-JONES ADVG. ACCY		Buffalo, N. Y	
WORST, CARL	626 Market St	San Francisco, Cal.	
WORTH-DUNCAN CO. *e-g*	608 S. Dearborn St.	Chicago, Ill	
WORTMAN-COREY & POTTER *a-d-e-g*	230 Union Sta. Bldg.	Utica, N. Y.*	Z. L. Potter; E. B. M. Wortman; H. L. Corey; A. L. Scheid; N. O. Bleekman; P. B. Brown; G. P. Hebard
	Clark Music Bldg	Syracuse, N. Y.	
WURTS-DUNCAN ADV. AGCY	337 13th St	Oakland, Cal	
WREN CO., WILLIAM C	Foxcroft Bldg	San Francisco, Cal.	W. C. Wren
WRIGHT, GEORGE WILFRED *d-f*	738 Broad St	Newark, N. J	G. W. Wright
WYLIE & SUTTON, INC. *a-d-e-g-h*	45 E. 17th St	New York City	Thomas Wylie
WYNNE, F. A., ADVG. AGCY. *d-g*	Cen. Bourse Bldg	Dallas, Tex	F. A. Wynne; W. R. Wynne

Y

	Address		Space Buyers
YORKVILLE ADV. AGCY	1508 2d Ave	New York City	
YOST-GRATIOT & CO. *a-b-e-f-g*	Rialto Bldg	St. Louis, Mo	W. J. Tice
YOUNG, CHARLES ECKERT	1620 Indiana Ave	Chicago, Ill	
YOUNG, C. ELWOOD		Yeadon, Pa	
YOUNG, LLOYD W. *d*	823 Prospect Ave	Cleveland, O	
YOUNG, W. M	Rand-McNally Bldg	Chicago, Ill	
YOUNG & RUBICAM *g*	Atlantic Bldg	Philadelphia, Pa	A. V. B. Geoghegan

Z

	Address		Space Buyers
ZABIN & STAHL, INC. *e-g*	280 Madison Ave	New York City	Miss Fox
ZAIN ADV. SYSTEM	80 Boylston St	Boston, Mass	
ZIMMER-KELLER, INC. *a-e-g*	Detroit Life Bldg	Detroit, Mich	R. E. Keller

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—CANADA

	Address		Space Buyers
ADVERTISING SERVICE CO., LTD. *a-c-e-g-j*	70 McGill College Ave.	Montreal, P. Q.*	Miss M. Fallis; Miss M. E. Bell
	14 King St. E	Toronto, Ont	
AGENCE CANADIENNE DE PUBLICITE, LTD	(See Canadian Advertising Agcy., Ltd)		
ANGLO-AMERICAN AGCY	137 McGill St	Montreal, P. Q	
ANCLO-FRANCO ADVG. AGCY.	114 St. Francis. Xavier St	Montreal P. Q	
BAKER ADVG. AGCY., LTD. *a-c-g-i*	392 Bay St	Toronto, Ont	C. M. Musgrove
BLAIKIE ADV. AGCY., DUNCAN S. *c-j*	35 St. Nicholas St.	Montreal, P. Q	C. A. Armstrong
BOWMAN, LTD, S. S. *c*	Canada Cement Bldg.	Montreal P. Q	S. S. Bowman; R. R. DeLong
CAMPBELL-EWALD CO. *a-d-e-f-g-h*	320 Bay St	Toronto, Ont	
	General Motors Bdg.	Detroit, Mich.*	Mrs. M. Jordan (Toronto); Ralph Miller (Detroit)
	18 West 34th St	New York City	
	Mallers Bldg	Chicago, Ill	
		Dayton, Ohio	
CANADIAN ADVG. AGCY., LTD. *a-c-j*	Unity Bldg	Montreal, P. Q	H. Fontaine
CENTRAL PRESS AGCY	110 York St	Toronto, Ontario	
CLUXTON, L. G	125 Greene Ave	Montreal, P. Q	
CONSOLIDATED ADV. SERVICE *c-g-j*	73 Richmond St., W.	Toronto, Ontario*	C. F. Craigie; Mrs. E. M. MacDonald; C. L. Hannon
	171 St. James St	Montreal, Que	
CRAWFORD-HARRIS ADV. SERVICE *c*	Province Bldg	Vancouver, B. C.*	
	332 Pemberton Blk.	Victoria, B. C	
		Edmonton, Albt	
CURRY ADV. SERVICE, THOS. H.	Ray Bldg	Halifax, N. S	
DEANE, E. STERLING *a-c*	8 Wellington St. East	Toronto, Ont	E. F. Nisbet
DENNE & CO., LTD., A. J. *c-i*	217 Bay St	Toronto, Ont	R. O. McKeown; F. S. Henry; John Cowan; A. J. Denne; V. F. Elliott

(Continued on page 154)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

The Kuryer Narolowe (Polish National Courier) is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

during 1924 get maximum business in the nation's third largest market

Sell St. Louis, the city with $87,000,000 to spend on municipal improvements.

. . . A tremendous market right in the city.

But there's much more to the St. Louis market than that. It's an entire district—the third market in the United States.

Only one newspaper covers *both St. Louis and the St. Louis trade area.* . . . Why not get *all* this business in 1924?

We have simplified the problem for you.

The 49th State

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4½ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th State. No other single newspaper even claims such coverage.

In any great community, the Morning Newspaper is the Big Influence

Globe-Democrat

Largest Daily in the 49th State

We could not be satisfied unless we gave St. Louis her BEST Newspaper.

F. St. J. Richards NEW YORK — Guy S. Osborn CHICAGO — J. R. Scolaro DETROIT — C. Geo. Krogness SAN FRANCISCO

Associated American Newspapers PARIS — Dorland Agency, Ltd., LONDON

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—CANADA

(Continued from page 152)

	Address		Space Buyers
DESBARATS ADV. AGCY., LTD. a-c-e-g-j	161 Beaver Hill Hall Page Bldg	Montreal, Quebec* Toronto, Ont	E. W. Desbarets A. H. Maclauchlan
DOMINION ADVERTISERS, LT. c-d-j	311 Beaver Hill Hall	Montreal, Quebec	A. Ahern
EASTMAN ADV. CO	Standard Bank Blg.	Vancouver, B. C	Morgan Eastman
EDWARDS ADVG. AGCY. d	Roy Bldg	Halifax, N. S	Tom F. Moulton M. E. McKay
FEDERAL ADV. AGCY., LTD. c-d-j	Dominion Savings Bldg.	London, Ontario*	T. E. Walsh
FINANCIAL ADV. CO. OF CANADA c	Landed Banking & Loan Bldg 6 Jordan St	Hamilton, Ont Toronto, Ont	T. H. Yull George Yull C. E. Durand H. J. Canning
FISHER CO., LTD., JAMES c-d-j	384 Yonge St	Toronto, Ont	R. V. Rittenhouse William Wright
CENERAL NEWS & ADVG. AGCY., LTD. c-d-j	Canada Cement Co. Bldg.	Montreal, P. Q	Ed. Montet
GIBBONS, LTD., J. J	119 W. Wellington St. Cornation Bldg Scott Block	Toronto, Ont.* Montreal, P. Q Winnipeg, Manitoba	 Margaret Pennell
GONTHIER-TURNBULL, INC	114 St. Francis Xavier St	Montreal, P. Q	
GORDON & GOTCH, LTD	136 Bay St	Toronto, Ontario	
HAMILTON ADV. AGCY., LTD. c-d-j	17 Main St., East	Hamilton, Ont	S. I. La Barre
HUNT ADVERTISING SERVICE, F. W	33 Richmond St. W	Toronto, Ont	F. W. Hunt C. M. Smith
IMPERIAL PUBLISHING CO., LTD. c-j	140 Barrington St	Halifax, Nova Scotia	
LOCKE, CLARK E. c	Confederation Life Bldg.	Toronto, Ont	Clark E. Locke
McCANN CO., LTD., H. K. a-f	14 King St., East 61 Broadway National City Bldg. McCann Bldg Continental Oil Bldg.	Toronto, Ont New York City* Cleveland, Ohio San Francisco, Cal. Denver, Colo	 M. Falis (Toronto)
McCONNELL & FERGUSSON, LTD. c	London, Ont.* Toronto, Ont Montreal, Que Winnpeg, Manitoba. Vancouver, B. C	7 Market Lane Temple Bldg Furness Bldg Confederation Life Bldg. Dominion Bank Blg.	 C. S. Bowie
McKIM, LTD, A	475 Phillips Square Jarvis Bldg Union Bank Bldg. Home Bank Bldg. 6 Norfolk St., W. C. 2	Montreal, P. Q.* Toronto, Ont Winnipeg, Manitoba. Hamilton, Ont London, England	
MacDONALD, GEORGE H. c-d	315 Federal Bldg	Toronto, Ont	G. H. MacDonald K. F. Pettis H. C. Might
MACKAY-VAN BUREN ADV., LTD.	231 8th Ave., W.	Calgary, Alberta	
MACPHERSON-McCURDY, LTD. a-c-e	Bell Bldg	Winnipeg, Manitoba.	R. J. Macpherson H. Lavender
MASON ADV. AGCY	70 Lombard St	Toronto, Ontario	F. H. Mason
MASSIE, LTD., A. J. c-d	Northern Life Bldg. Province Bldg	Winnipeg, Manitoba* Vancouver, B. C	A. J. Massie V. C. Irons
MITFORD ADV. AGCY. c-j	Temple Bldg	Toronto, Ontario	
MULLER CO., LTD. a-c-d	Canada Cement Blg.	Montreal, P. Q	R. Sykes Muller Fred A. Black
NASH, HARVILAND H		London, Ont	
NATIONAL PUBLICITY, LTD. a-c-j	286 St. James St., W.	Montreal, Quebec	H. Bartholomew
NEWTON ADV. AGCY. d	Fort Street	Victoria, B. C	George W. Newton
NORRIS-PATTERSON, LTD. a-c-d-e-g-j	105 Bond St 232 St. James St	Toronto, Ontario Montreal, Que	 V. McDougall
PEABODY, CHARLES E	178 Napean St	Ottawa, Ontario	
PRESS AGCY. BUREAU, LTD. c-j	Corner Yonge & Temperance Sts.	Toronto, Ontario	J. B. O'Higgins A. H. Maclauchlan Miss J. Pence
PRICE CO., C. B	18 Victoria Bldg	Windsor, Ontario	
PURKIS, THORNTON a-c	Union Trust Bldg. 114 St. Francis Xavier St.	Toronto, Ont.* Montreal, P. Q	 David Jackson
RATHBONE, J. B	120 St. James St	Montreal, P. Q	
RING, E. D. d	McGill Bldg	Montreal, P. Q	W. P. Tuttle R. C. Ronalds E. D. Ring
ROBERTSON CO., LTD., J. S	Queen & Victoria St.	Toronto, Ont	
RONALD'S PRESS & ADVG. AGCY., LTD. c	71 William St* McGill Bldg	Montreal, P. Q Montreal, P. Q	R. C. Ronalds E. D. Ring
ROWLATT, F. ALBANY a-c-e-g	110 Church St	Toronto, Ontario	
ST. JOHN ADVG. AGCY	St. John, New. Brunswick		
SMITH & SON, LTD., R. C. c-j	32 Front St., W	Toronto, Ontario	Miss M. A. Stoakley
SMITH ADV. AGCY., S. K	73 Dock St	St. John, N. B	S. K. Smith
SMITH, DENNE & MOORE, LTD. a-c-e-g-j	Lumsden Bldg 275 Craig St., W. 1463 Broadway Caxton House, S. W.	Toronto, Ont.* Montreal, Quebec New York City London, England	H. M. Tandy, J. P. Hamilton (Toronto); H. M. Reid (Montreal)
SMITH, STURGIS & MOORE, INC. a-e-g-h	Lumsden Bldg 1463 Broadway Premier House, Southampton Row, W. C. 1 31 bis Faubourg, Montmartre	Toronto, Ont New York City* London, England Paris, France	
UNITED ADV. AGCY., LTD. a-e-g	C. P. R. Bldg 21 Smith St 1 W. 34th St Kinney Bldg 2112 Cabell St 1 William St	Toronto, Ont New York City* Paterson, N. J Newark, N. J Dallas, Tex Bridgeport, Conn	H. C. Daych E. F. Fettinger
WALLACE ADV. SERVICE d	Redden Bldg	Halifax, N. S	F. R. Wallace T. H. Peebles
WORLD WIDE ADV. CORP	Coronation Bldg	Montreal, Que	

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Approved by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. I—Member California Advertising Service Association. J—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

WAGE SCALES PAID BY NEWSPAPERS IN CHIEF AMERICAN CITIES

TYPOGRAPHICAL SCALES

Day and Night

Paid by Newspapers in 36 Principal Cities of U. S. (Arranged by Population)

	DAY WAGE			NIGHT WAGE		
	Hours per Week	per Hour	per Week	Hours per Week	per Hour	per Week
New York	45	1.22	55.00	45	1.29	58.00
Chicago	48	1.15	55.20	48	1.25	60.00
Philadelphia	48	1.02	49.00	48	1.08	52.00
Detroit	42-48	1.13	47.64-54.25	42-48	1.20	50.40-57.60
Cleveland	48	1.03	49.50	48	1.13	54.50
St. Louis	46	1.02	47.00	45	1.13	51.00
Boston	44	1.07	47.08	44	1.11	48.84
Baltimore	44	1.07	47.00	44	1.13	50.00
Pittsburgh	45	1.18	53.50	45	1.25	56.50
Los Angeles	45	1.01	45.50	45	1.08	48.50
Buffalo	48	.96	46.00	48	1.02	49.00
San Francisco	45	1.08	48.50	45	1.13	51.50
Milwaukee	48	.98	47.00	48	1.08	52.00
Washington	47	.93	43.68	47	1.02	47.88
Cincinnati	45	1.13	51.00	45	1.20	54.00
Newark, N. J.	46	1.11	51.00	46	1.17	54.00
New Orleans			Non-Union			
Minneapolis	48	.885	42.50	48	.9475	45.50
Kansas City, Mo.	48	.905	43.50	48	.9375	45.00
Seattle	42	1.14	48.00	42	1.21	51.00
Indianapolis	48	1.00	48.00	48	1.095	52.50
Portland, Ore.	46	1.04	48.00	46	1.11	51.00
Denver	45	.933	42.00	45	1.00	45.00
Toledo	48	1.00	48.00	48	1.08	52.00
Providence	48	.96	46.00	45	1.09	49.00
Columbus, Ohio	48	.9575	46.00	48	1.04	50.00
Louisville	48	.875	42.00	48	.94	45.00
St. Paul	48	.94	45.00	48	1.00	48.00
Akron, Ohio	48	.916	44.00	48	.98	47.00
Atlanta	48	.94	45.00	48	1.00	48.00
Omaha	48	.905	43.50	48	.97	46.50
Dallas	48	.905	43.50	48	.9575	46.00
Salt Lake City	48	.97	46.50	48	1.03	49.50
Little Rock	48	.875	42.00	48	.9375	45.00
Birmingham	48	.875	42.00	48	.925	44.40
Memphis	45	.933	42.00	45	1.00	45.00

PHOTO-ENGRAVERS' SCALES

Day and Night

Paid by Newspapers in 22 Principal Cities of U. S. (Arranged by Population)

	DAY WAGE			NIGHT WAGE		
	Hours per Week	per Hour	per Week	Hours per Week	per Hour	per Week
New York	44	1.36	60.00	40	1.63	65.00
Chicago	44	1.09	48.00	44	1.20	53.00
Philadelphia	44	1.20	53.00	44	1.29	57.00
Cleveland	44	1.06	46.50	44	1.16	51.15
St. Louis	44	1.13	50.00	42	1.26	53.00
Boston	44	1.09	48.06	44	1.16	51.06
Baltimore	44	1.20	53.00	40	1.32	58.00
Pittsburgh	44	.95	42.00	44	1.02	45.00
Buffalo	44	1.09	48.00	44	1.09	48.00
San Francisco	45	1.08	48.50	45	1.14	51.50
Milwaukee	44	1.00	44.00	42	1.16	49.50
Washington	44	1.25	55.00	40	1.50	60.00
Cincinnati	48	.875	42.00	48	.91	44.00
Newark, N. J.	48	1.21	58.00	40	....	....
Kansas City	44	1.25	55.00	44	1.25	55.00
Seattle	42	1.11	46.50	42	1.17	49.50
Indianapolis	48	1.00	48.00	48	1.09	52.50
Portland, Ore.	44	1.04	46.00	44	1.11	49.00
Providence	43.5	1.15	50.00	43.5	1.24	54.00
Columbus, Ohio	44	1.13	50.00	44	1.20	53.00
Omaha	44	1.13	50.00	40	1.37	55.00
Sale Lake City	44	.91	40.00	42	1.07	45.00

(Continued on page 156)

The following papers have renewed their contracts for the Haskin Service for another year:—

The Worcester Evening Gazette

The Harrisburg Patriot and Evening News

The Johnstown Ledger

The Huntington Herald-Dispatch

The Hagerstown Herald and Mail

FEATURES AND SERVICES THAT MAKE AND HOLD WORTH-WHILE CIRCULATION

CABLE NEWS AND FEATURE SERVICE
By Special Leased Wire or Query
Bureaus in All the Principal Capitols of the World. Special Correspondents in All the Principal Cities. Laurence Hills in Paris; Joseph W. Grigg in London; Lincoln Eyre in Berlin; Francis McCullagh in Russia; George J. Adam, Roving Commission; G. Ward Price in Constantinople; Helen Augur in Rome.

LOCAL, TELEGRAPH AND FEATURE NEWS SERVICE
The New York Herald Maintains a Large Staff of Special Writers to Report Feature News and for Special Assignments, and in Every Important City of the United States and Canada Resident Correspondents Cover the Field.

STARS OF OUR SPORT SERVICE
Headed by W. O. McGeehan; Walter Trumbull, Football and Daily Columnist; John G. Anderson, Golf; Henry V. King, Horse Racing; Gurney Gue, Trotting Horses, Racing; Daniels, Baseball; Kerr N. Petrie, Golf; Wilbur Wood, Boxing; Frank F. Dole, Dog Expert; Samuel Brookman, Tennis.

SPECIAL FINANCIAL NEWS
Daily Leads for Morning and Afternoon Newspapers; Reviews of the Week for Saturday Afternoon and Monday Morning Newspapers; Curb Table and Lead for Morning and Afternoon Newspapers; New York Stock Exchange Quotations; Consolidated Stock Exchange Quotations; Bond Market Tables for Morning and Afternoon; Daily Business Review; Cotton Market Lead and Prices.

NEWS OF THE NATION
Corps of Experts, Headed by Donald A. Craig, Furnish a Very Complete Report Each Night from Washington.

FINANCIAL REVIEWS OF THE WEEK
By Tracy J. Sutliff
For Saturday Afternoon or Monday Morning Newspapers. Ready Six P. M. Friday Night.

ART NEWS AND REVIEWS
By W. J. Henderson
Weekly Letter. Mailed Monday.

NEW YORK HERALD'S GREAT ANNUAL SPORT REVIEW
Released First of Each Year; Orders for 1924 Being Booked Now.

ANNUAL GENERAL REVIEW OF THE YEAR
Released First of Year; Orders for 1924 Now Being Booked.

LOUIS SEIBOLD, THE NATIONAL ANALYST
The best informed writer on national politics in the country. Daily articles, by mail or wire.

WEEKLY PUZZLE FEATURE
Proof form with matrices of Illustrations or as Part of a Full-Page Matrix.

HOME DECORATIONS
By Dorothy E. Walsh
Four Illustrated Articles Weekly—Matrix or Copy Form.

DAILY HALF TONE FASHION SERVICE
Latest Modes Described in Picture and Text; Matrix or Copy Form.

COMIC PAGES WITH THE PUNCH
Reg'lar Fellers: Billy Bunk; Clarence; Percy & Ferdie. Matrix Form or Printed Sections, F.O.B., St. Louis and Buffalo.

BY WAY OF COMMENT
By Thomas F. Woodlock
Analysis on Finance and Business Mailed or Wired Daily.

PRINTED COMIC SECTIONS WITH INSIDE PAGES BLANK
For Local News and Ads. F.O.B., St. Louis.

PHOTO PLAYS AND PLAYERS
Weekly Letter. Mailed Monday.

MAGAZINE FEATURES
Full Page Matrices or Copy Form.

FASHION AND HOME INTEREST
Edited by Agnes Converse
Weekly, in Full Page Matrix Form or Copy with Matrices of Line Drawings.

COMIC STRIPS
Percy & Ferdie—Dumbell Dan—Hoss Dogan.

THE MUSIC WORLD
By W. J. Henderson
Weekly Letter. Mailed Monday.

THE REVIEWING STAND
Alexander Woolcott
Weekly Theatrical Letter. Mailed Tuesday.

FOR WEEKLY NEWSPAPERS
Reg'lar Fellers, 4 Columns, Matrix or Plate.

THE SUN DIAL
By James K. McGuinness
Daily Column of Snappy Comment and Satire.

RADIO FEATURES
Daily and Weekly. Tabloid, Full-Page Matrices, Copy Form.

DAILY NEWS ILLUSTRATED MATRIX SERVICE
Covers the World News Pictorially.

BOOK REVIEWS
Weekly. Copy Form or Full-Page Matrix.

THE LISTENING POST
By Walter Trumbull
Daily Sport Review and Comment. Mail or wire.

HOUSE PLANS
Weekly in Matrix or Copy Form.

FOREIGN NEWS PAGE
Full-Page Weekly in Matrix Form.

DOWN THE LINE
By W. O. McGeehan
Daily Column of Sport Comment. Mail or Wire.

HOW TO KEEP WELL
By Dr. A. F. Currier
A Daily Health Article. Copy Form.

OVER THE LINKS
By John G. Anderson
Weekly Golf Article. Mailed Monday.

HERALD-SUN SYNDICATE

280 BROADWAY NEW YORK CITY

Creating Fifteen Million Shop-o-scope Readers—

More than half a million individual classified ads—

And more than a quarter of a million dollars' worth of holiday classified business—

That's part of the story of what The Shop-o-scope Campaign for Christmas Classified Advertising promotion did for the two hundred and more newspapers that used it.

The New York American, with 14,028 ads, won the first prize in the group of newspapers of over 50,000 circulation. The Lancaster (Pa.) New Era, the Paducah (Ky.) News-Democrat and the Rutland (Vt.) News won the honors in the three groups of smaller circulations.

Leaf over your 1924 memorandum calendar now and write "Order Shop-o-scope" on the page for October 1!

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

Special Features Attract College Men

in the college men of your city there lies a valuable and, as yet, uncultivated market—a market which if properly developed will yield an increased circulation with more buying power and more prestige. You are now running special athletic features which are of vital interest to students. Tell them about it. We'll tell you how.

Send for leaflet containing special information for newspapers

CSAA

The COLLEGIATE SALESMAN, describing all our activities and listing all student papers sent on request
Established 1913

Educational lists
For circularizing we have specially prepared lists. Write for catalogue.

COLLEGIATE SPECIAL ADVERTISING AGENCY, INC.

New York, 503 Fifth Ave. — Chicago, Ill., 110 S. Wabash Ave. — Berkeley, Calif., 117 Stephens Union Bldg.

Business Is Good In West Kentucky

Bank clearings for the year increased 50% over 1922.
Retail sales increased 35%.
More homes erected than any two years previous.
Biggest public works program in city's history under way.
Our circulation shows 30% increase over year ago. Daily average over 8,600.

THE PADUCAH EVENING SUN
PADUCAH, KY.
ALCORN-SEYMOUR CO., New York, Chicago, St. Louis Representatives

NEWSPAPER WAGE SCALES—(Continued from page 154)

PRESSROOM SCALES

Day and Night

Paid by Newspapers in 36 Principal Cities of U. S. (Arranged by Population)

	PRESSMEN-IN-CHARGE						PRESSMEN					
	Hours per Day	DAY WAGE per Hour	DAY WAGE per Day	Hours per Night	NIGHT WAGE per Hour	NIGHT WAGE per Night	Hours per Day	DAY WAGE per Hour	DAY WAGE per Day	Hours per Night	NIGHT WAGE per Hour	NIGHT WAGE per Night
New York	7.5	1.20	9.00	6.8	1.39	9.50	7.5	1.06	8.00	6.8	1.24	[illegible]
Chicago	8	1.00	8.00	7.3	1.13	8.33	8	.875	7.00	7.3	1.00	[illegible]
Philadelphia	8	.83	6.66	8	.83	6.66	8	.67	5.16	8	.67	[illegible]
Detroit	8	1.04	8.33	7.3	1.13	8.33	8	.92	7.33	7.3	1.00	[illegible]
Cleveland	8	1.02	8.16	7	1.16	8.16	8	.90	7.16	7	1.02	[illegible]
St. Louis	8	1.02	8.16	7	1.16	8.16	8	.92	7.36	7	1.05	[illegible]
Boston	7	1.07	7.50	6	1.25	7.50	7	.93	6.50	6	1.08	[illegible]
Baltimore	8	1.00	8.00	7	1.14	8.00	8	.875	7.00	7	1.00	[illegible]
Pittsburgh	7.5	1.04	7.83	7.5	1.04	7.83	7.5	.98	7.33	7.5	.98	[illegible]
Los Angeles	8	.93	7.50	7	1.07	7.56	8	.87	7.00	7	1.00	[illegible]
Buffalo	8	.87	7.00	8	.94	7.50	8	.83	6.66	8	.83	[illegible]
San Francisco	7.5	1.05	7.92	7.5	1.05	7.92	7.5	.99	7.42	7.5	.99	[illegible]
Milwaukee	8	.93	7.50	8	1.00	8.00	8	.875	7.00	8	.93	[illegible]
Washington	8	.95	7.66	8	1.04	8.33	8	.83	6.66	8	.92	[illegible]
Newark	7.5	1.09	8.20	6	1.37	8.20	7.5	.96	7.20	6	1.20	[illegible]
Cincinnati	8	.98	7.83	8	1.00	8.00	8	.92	7.33	8	.93	[illegible]
New Orleans	8	.72	5.75	8	.72	5.75	8	.69	5.50	8	.69	[illegible]
Minneapolis	8	87	7.00	7	1.00	7.00	8	.77	6.16	7	.88	[illegible]
Kansas City	8	.90	7.25	8	.93	7.50	8	.84	6.75	8	.87	[illegible]
Seattle	8	1.09	8.75	7	1.24	8.75	8	1.00	8.00	7	1.14	[illegible]
Indianapolis	8	.93	7.42	8	.98	7.83	8	.86	6.92	8	.93	[illegible]
Portland, Ore.	8	.97	7.75	7.5	1.03	7.75	8	.875	7.00	7.5	.96	[illegible]
Denver	8	.97	7.75	7	1.11	7.75	8	.875	7.00	7	1.00	[illegible]
Toledo	8	.97	7.75	6	1.29	7.75	8	.875	7.00	6	1.10	[illegible]
Providence	7.5	1.04	7.84	6.5	1.21	7.84	7.5	.98	7.34	6.5	1.13	[illegible]
Columbus, O.	8	1.01	8.08	8	1.05	8.42	8	.91	7.33	8	.96	[illegible]
Louisville	8	.87	7.00	7	1.00	7.00	8	.81	6.50	7	.90	[illegible]
St. Paul	8	.96	7.66	7	1.09	7.66	8	.83	6.66	7	.95	[illegible]
Akron, Ohio	.	....	....	.	....	....	8	.85	6.83	7	.97	[illegible]
Atlanta	8	.87	7.00	8	.87	7.00	8	.81	6.50	8	.81	[illegible]
Omaha	8	1.00	8.00	8	1.00	8.00	8	.85	6.83	8	.85	[illegible]
Birmingham	8	.81	6.50	7	.93	6.50	8	.72	5.75	7	.82	[illegible]
Memphis	8	.91	7.25	8	.95	7.60	8	.83	6.65	8	.87	[illegible]
Dallas	8	.81	6.50	8	.84	6.75	8	.81	6.50	8	.84	[illegible]
Salt Lake City	8	1.00	8.00	8	1.00	8.00	8	.81	6.50	8	.87	[illegible]
Little Rock	8	....	....	.	....	....	8	.62	5.00	8	.66	[illegible]

STEREOTYPERS' SCALES

Day and Night

Paid by Newspapers in 36 Principal Cities of U. S. (Arranged by Population)

	Hours per Day	DAY WAGE per Hour	DAY WAGE per Day	Hours per Night	NIGHT WAGE per Hour	NIGHT WAGE per Night
New York	8	1.04	8.33	6	1.39	[illegible]
Chicago	8	.875	7.00	7.5	.98	[illegible]
Philadelphia	8	.79	6.32	8	.833	[illegible]
Detroit*	8	.9375	7.50	7	1.07	[illegible]
Cleveland	8	.948	7.58	7.5	1.06	[illegible]
St. Louis	8	.968	7.74	7	1.11	[illegible]
Boston	7	1.09	7.67	6	1.28	[illegible]
Baltimore**	8	.9375	7.50	7	1.08	[illegible]
Pittsburgh	8	.908	7.25	8	.9375	[illegible]
Los Angeles	7.5	.933	7.00	7.5	.955	[illegible]
Buffalo	8	.875	7.00	8	.9375	[illegible]
San Francisco	7.5	1.00	7.50	7.5	1.00	[illegible]
Milwaukee	8	.875	7.00	8	.9375	[illegible]
Washington	8	.875	7.00	7.5	.966	[illegible]
Cincinnati	8	.9375	7.50	7	1.07	[illegible]
Newark, N. J.	7.6	1.00	7.66	6	1.27	[illegible]
New Orleans	8	.8125	6.50	7.5	.933	[illegible]
Kansas City	8	.905	7.25	8	.937	[illegible]
Seattle	7.3	1.09	7.96	7.3	1.16	[illegible]
Indianapolis	8	.97	7.75	8	1.06	[illegible]
Portland, Ore.	8	.9375	7.50	7.5	1.00	[illegible]
Denver	7.5	.933	7.00	7	1.06	[illegible]
Toledo	8	.90	7.16	8	.90	[illegible]
Providence	7	1.12	7.84	7	1.12	[illegible]
Columbus, Ohio	8	.92	7.36	8	.96	[illegible]
Louisville	8	.81	6.48	8	.843	[illegible]
St. Paul	8	.79	6.33	8	.79	[illegible]
Akron	8	.85	6.80	8	.85	[illegible]
Atlanta	8	.81	6.50	8	.84	[illegible]
Omaha	8	.875	7.00	8	.9375	[illegible]
Birmingham	8	.81	6.50	7.5	.90	[illegible]
Memphis	8	.84	6.75	8	.875	[illegible]
Dallas	8	.875	7.00	8	.91	[illegible]
Salt Lake City	8	.81	6.50	8	.875	[illegible]
Little Rock	8	.625	5.00	8	.66	[illegible]

MAILING ROOM SCALES

Day and Night

Paid by Newspapers in 26 Cities of U. S. (Arranged Alphabetically)

	Hours per Week	DAY WAGE per Hour	DAY WAGE per Week	Hours per Week	NIGHT WAGE per Hour	NIGHT WAGE per Week
Albany, N. Y.	48	.60	29.00	48	.666	[illegible]
Anaconda, Mont.	48	.75	36.00	48	.875	[illegible]
Boston	42	.75	31.68	39	.81	[illegible]
Chicago	48	.75	36.00	48	.833	[illegible]
Cincinnati	48	.79	38.00	48	.82	[illegible]
Cleveland	48	.75	36.00	42	.86	[illegible]
Dallas	48	.59	28.50	48	.625	[illegible]
Indianapolis	48	.70	33.50	48	.76	[illegible]
Kansas City	48	.69	33.00	48	.69	[illegible]
Los Angeles	48	.75	36.00	48	.791	[illegible]
Memphis	48	.75	36.00	45	.844	[illegible]
Milwaukee	48	.73	35.00	48	.73	[illegible]
New York Stampers	48	.875	42.00	44	1.00	[illegible]
New York Mailers	48	.81	39.00	44	.93	[illegible]
Newark, N. J.	48	.73	35.00	36	.96	[illegible]
Oakland, Cal.	48	.84	40.50	48	.84	[illegible]
Oklahoma City	48	.72	34.50	48	.75	[illegible]
Omaha	48	.65	31.50	48	.65	[illegible]
Portland,, Ore.	48	.75	36.00	45	.80	[illegible]
St. Louis	48	.78	37.50	42	.89	[illegible]
Salt Lake City	48	.75	36.00	48	.75	[illegible]
San Francisco	45	.90	40.50	45	.90	[illegible]
Seattle	45	.866	39.00	42	.93	[illegible]
Tacoma	42	.90	37.80	42	.90	[illegible]
Terre Haute	48	.833	40.00	48	.866	[illegible]
Toledo	48	.73	35.00	48	.73	[illegible]
Topeka, Kan.	48	.73	35.00	48	.79	[illegible]

Again—
FIRST
In Oklahoma

¶ During 1923 the Tulsa World published 9,963,660 lines of advertising—for the second consecutive year leading all newspapers in the state in total volume.

¶ During 1923 the World nearly doubled the second paper in its territory in the volume of classified and national advertising carried.

¶ In 1923 Tulsa became Oklahoma's largest city with a population well in excess of 100,000. This on authority of the U. S. Bureau of Census.

¶ 1924 will establish still new records for Tulsa and the Tulsa World!

TULSA DAILY WORLD

"OKLAHOMA'S GREATEST NEWSPAPER"

BRITISH SECTION

HERBERT C. RIDOUT
London Editor
Hastings House 10, Norfolk Street, Strand, W. C. 1

NORMAL BRITISH-AMERICAN EXCHANGE

[British]	[American]
One Guinea equals	$5.04
One Pound (£) equals	4.886
One Shilling (/) equals	.24
One Penny (d) equals	.02

BRITISH NEWSPAPERS' CIRCULATIONS AND ADVERTISING RATES

THIS list of British newspapers is taken from the "Advertiser's Aid" by kind permission of the former publishers, Messrs. G. Street & Co., Ltd., 30 Cornhill, London, E.C.3, and gives the July, 1923, listings, with corrections made by EDITOR & PUBLISHER. The future publication of these listings in Great Britain will be in the hands of the Newspaper Society, 2 Salisbury Sq., London, E.C.4, but at the time of going to press further corrections of the list were not available.

No responsibility, however, can be taken for accidental or other errors that may have crept into the following lists.

For purposes of simplification, the tables given in the original Advertisers' Aid have been reduced to a minimum, the omissions being the series rates of 6, 13 and 52 insertions, details as to whether stereos or matrices are preferred, and remarks as to localized editions.

The list will be found of extreme value at this time in view of the increasing interest taken by American manufacturers in the British market, and will permit the ready compilation of preliminary programmes of advertising based on cost, space, the localities it is desired to cover and the industries in those territories.

To reduce the rates in this list to the American standard of agate lines it is only necessary to remember that 14 agate lines equal one inch.

EXPLANATORY REMARKS

Population is shown in brackets following the names of cities; figures following indicate local industries the key table to which will be found on this page. All circulation figures quoted are publishers' claims. DM, indicates daily morning; DE, daily evening; W, weekly; 2W, twice a week; etc. The price given is per issue. Under page sizes the first figure indicates the number of columns per page; the second, column width; the third, column depth. Letter V means size varies. Unless otherwise stated, the first column under Inch Rate indicates price for one time and the second figure is the 26-time insertion rate.

(Copyrighted in the United States and Great Britain by G. Street & Co., Ltd.)
(Copyrighted in the United States by the Editor & Publisher Company.)

KEY TO LOCAL INDUSTRIES

1—Agriculture
2—Boot and Shoe Manufacture
3—Brick and Tile Works
4—Coal Mining
5—Cycle Manufacture
6—Distilleries
7—Engineering Works
8—Fruit Growing
9—Soap Works
10—Tin Mining
11—Confectionery Works
12—Paper Mills
13—Milling
14—Malting
15—Glass Works
16—Hat Making
17—Jute Trade
18—Wire Works
19—Steel Works
20—Naval Centre
21—Railway Workshops
22—Fisheries
23—Electrical Works
24—Biscuit Works
25—Calico Bleaching and Printing
26—Bottle Making
27—Oil and Coal Tar Works
28—Hosiery Factories
29—Granite Working
30—Woollens
31—Tinplate Works
32—Printing Works
33—Rope Works
34—Needle Manufacture
35—Mining (General)
36—Market Gardening
37—Silk Spinning and Weaving
38—Salt Works
39—Linen Manufacture
40—Iron Works
41—Brewing
42—Carpet Manufacture
43—Cloth and Clothing Manufacture
44—Saw Mills
45—Slate Quarries
46—Clay Mining
47—Sugar Refineries
48—Military Centre
49—Shipbuilding and Repairing
50—Tobacco Manufacture
51—Seaside or Inland Resort
52—Cotton Weaving and Spinning
53—Stone Quarries
54—Small Arms Manufacture
55—General Factories
56—Motor Car Works
57—Rubber Works
58—Leather Works
59—Timber Works
60—Chair Making
61—Textile Manufacture
62—Lime and Limestone Works
63—Furniture Making
64—Lace Manufactures
65—Pottery Works
66—Cement Works
67—Lead Works
68—Aeroplane Works
69—Chemical Works
70—Hardware Manufacture
71—Residential District
73—Oil and Cake Mills
74—Machinery Manufacture
75—Dairy Farming
76—Docks and Dockyards
77—Dye Works

LONDON (Greater London 7,476,168 at 1921 Census)	Circulation	Issued	Price	Page Sizes	Inch Rate	
Dailies—						
Daily Chronicle	.....	DM	1d.	6 2 1/16 19	70/–	..
Daily Express	850,000nsg(p)	DM	1d.	7 2¼ 22	65/–	..
Daily Graphic	.....	DM	1d.	4 2½ 14	35/–	..
Daily Herald	.....	DM	1d.	5 2⅝ 18	20/–	..
Daily Mail	1,817,947nsg	DM	1d.	7 2¼ 22	120/–	..
Daily Mirror	1,024,869nsg	DM	1d.	4 2½ 13½	page	£280
Daily News	635,934nsg	DM	1d.	7 2¼ 22	40/–	..
Daily Sketch	835,486nsg(p)	DM	1d.	5 2⅛ 13½	col.	£50
Daily Telegraph	.....	DM	1½d.	7 2½ 25	40/–	..
Evening News	894,558nsg	DE	1d.	7 2¼ 22	70/–	..
Evening Standard	438,905nsg(p)	DE	1d.	5 2⅛ 16¾	col.	£50
Morning Advertiser	.....	DM	2d.	4 2⅝ 16	17/6	14/6
Morning Post	.....	DM	2d.	8 2 1/16 24	35/–	..
Pall Mall & Globe	.....	DE	1d.	5 2¼ 18	30/–	..
Star	677,299nsg	DE	1d.	5 2⅛ 15½	45/–	..
Times	178,000nsg	DM	1½d.	7 2¼ 22½	65/–	..
Westminster Gazette	251,091nsg	DM	1d.	7 2¼ 22	30/–	..
Sunday Papers—						
Illustrated Sunday Herald	1,047,712nsg(p)	W	2d.	5 2⅛ 13½	col.	£120
Lloyd's Sunday News	.....	W	2d.	6 2⅛ 19	£6	..
News of the World	+3,000,000nsg	W	2d.	7 2¼ 22	230/–	..
Observer	170,732nsg	W	2d.	7 2½ 22	50/–	..
People	.....	W	2d.	6 2¼ 18	60/–	..
Referee	.....	W	2d.	6 2½ 19	21/–	..
Reynolds's Newspaper	.....	W	2d.	8 2¼ 25	50/–	..
Sunday Express	397,427nsg	W	2d.	7 2¼ 22	40/–	..
Sunday Illustrated	319,877nsg	W	2d.	4 2¼ 13	col.	£8
Sunday Pictorial	2,362,769nsg	W	2d.	4 2½ 13½	col.	£220
Sunday Times	.....	W	2d.	7 2⅜ 22	50/–	..
Weekly Dispatch	866,515nsg	W	2d.	7 2 1/16 22	70/–	..
National Weeklies—						
Answers	453,282nsg	W	2d.	4 2 11	page	£110
Bystander	.....	W	1/–	3 2 10	40/–	36/-
Graphic	.....	W	1/–	4 2⅛ 14	30/–	25/-
Ideas	192,148nsg(p)	W	2d.	3 2⅝ 10½	32/6	..
Illustrated London News	.....	W	1/–	4 2¼ 14	25/–	..
Illustd. Sporting and Dramatic News	.....	W	1/–	4 2¼ 14	12/6	11/3
John Bull	706,208nsg	W	2d.	4 2 11	105/–	..
London Mail	85,298nsg	W	2d.	4 1⅝ 10	25/–	23/3
London Opinion	.....	W	2d.	4 1¾ 10	27/6	..
Passing Show	70,457nsg	W	2d.	4 1⅝ 10	27/6	25/3
Pearson's Weekly	.....	W	2d.	4 1⅞ 11	36/–	..
Punch	100,000nsg(p)	W	6d.	4 1⅞ 10¼	82/–	75/10
Sketch	.....	W	1/–	4 2 11	27/6	23/-
Spectator	18,763nsg	W	6d.	2 3½ 11	15/3	13/9
Sphere, The	.....	W	1/–	4 2¼ 14	30/–	25/-
Tatler, The	.....	W	1/–	4 2 11	32/–	27/6
Tit-Bits	nsg	W	2d.	4 2 10¾	col.	£30
Truth	.....	W	9d.	2 3⅛ 11	25/–	21/3
Weekly Telegraph	.....	W	2d.	4 2⅛ 11½	20/–	..
World's Pictorial News	276,786nsg(p)	W	2d.	5 2⅛ 13½	30/–	..
Suburban W—						
Acton Gazette and Express	5,588nsg	W	1d.	8 2⅛ 21¼	3/6	2/6
Chiswick Times	.....	W	1½d.	6 2⅜ 23	3/–	1/9
Ealing Gazette (Series)	.....	W	2d.	8 2⅛ 23	4/–	3/-
Kensington News	.....	W	2d.	7 2½ 20¼	5/–	4/-
Middlesex County Times	9,632nsg	W	2d.	8 2⅛ 24½	4/–	3/-
Paddington Indicator	.....	5W	1d.	8 2¼ 21	4/–	2/-
Paddington Mercury & W. Ldn. Star	.....	W	1d.	7 2⅛ 20½	1/6	1/-
Paddington News	.....	W	1d.	5 2½ 18	2/6	2/-
West London Observer	.....	W	2d.	7 2¼ 21	5/–	2/9
N.W.						
Hampstead & S. John's Wood Adv'r	3,550nsg(p)	W	1d.	6 2¼ 18	2/6	1/6
Hampstead and Highgate Express	.....	W	2d.	7 2½ 21½	5/–	2/-
Hampstead and Highgate Record	.....	W	1d.	5 2½ 18	2/6	2/-
Kilburn Times	.....	W	2d.	8 2¼ 22	2/6	1/6
Marylebone Chronicle	.....	W	1d.	5 2½ 18	2/6	2/-
Marylebone Mercury & W. Ldn. Gaz.	.....	W	1d.	7 2⅛ 20½	2/–	..
Willesden Chronicle	.....	W	2d.	8 2¼ 22	3/–	2/-
Willesden Citizen and Suburban Star	.....	W	1d.	7 2⅛ 20½	1/6	1/-
North.						
Bowes Park Weekly News	.....	W	1d.	4 2½ 16	2/6	2/-
Finchley Press	.....	W	1½d.	6 2½ 21½	3/–	1/9
Finsbury Weekly News	.....	W	1d.	5 2½ 18	2/6	1/6
Daily Gazette (Islington)	.....	DM	1d.	7 2⅛ 22	7/6	6/-
Holborn Guardian	.....	W	1d.	5 2½ 18	2/–	1/6
Holloway Press	.....	W	1d.	5 2¼ 18	3/–	1/3
Hornsey Journal	.....	W	2d.	5 2 16½	5/–	3/6
Islington Guardian	.....	W	1d.	5 2½ 18	2/6	2/-
London Courier (Series)	.....	W	1d.	6 2⅜ 20½	5/–	1/9
Muswell Hill Record	3,298nsg	W	1½d.	6 2¼ 18	3/6	2/-
North Middlesex Chronicle	.....	W	1d.	V 2¼ 22	2/6	1/9
St. Pancras Chronicle	.....	W	2d.	5 2¼ 18	5/–	4/-
St. Pancras Gazette	.....	W	1d.	6 2 17½	3/6	1/6
Tottenham and Edmonton Herald	18,643nsg	W	2d.	8 2¼ 23	4/–	2/9
Wood Green Sentinel	.....	W	1d.	9 2¼ 23½	4/–	..
Wood Green and Southgate Herald	6,519nsg	W	1d.	8 2¼ 23	3/–	1/9
Northeast.						
Hackney & Kingsland Gazette	54,435nsg pw	3W	1d.	8 2¼ 23	5/–	2/6
Hackney Spectator	.....	2W	1d.	6 2½ 21	2/–	1/3
Walthamstow Guardian	.....	W	2d.	8 2½ 24	5/–	4/-
Woodford Times	.....	W	2d.	7 2 20½	1/6	10d.
East.						
Barking, East Ham., &c., Advertiser	.....	W	1d.	8 2¼ 25	2/6	2/-
Bethnal Green News	.....	W	1d.	6 2½ 20	2/6	2/-
East End News	.....	2W	1d.	7 2¼ 19	2/6	1/3
East Ham Recorder	.....	W	1d.	7 2⅛ 24	2/6	1/6
East London Advertiser	.....	W	1d.	8 2¼ 22	5/–	2/6
East London Observer	.....	W	1d.	8 2⅛ 21	5/–	2/6
East London Post	.....	W	1d.	6 2½ 20	2/6	2/-
Eastern Mercury	.....	W	1d.	6 2½ 22	5/–	3/-
Leytonstone Express & Ind. (Series)	.....	W	1½d.	8 2½ 25	5/–	3/-
South Essex Mail (Series)	.....	W	1d.	7 2¼ V	4/–	3/-
Stratford Express & W. Ham. Exp.	.....	2W	1d. 1½d.	8 2¼ 24	6/–	4/6
Southeast.						
Kentish Independent	.....	W	2d.	7 2¼ 24½	5/–	2/9
Kentish Mercury	29,398nsg	W	2d.	7 2¼ 22	10/–	8/-
Lewisham Borough News	.....	W	1d.	7 2¼ 23	3/–	2/3
Lewisham Journal	.....	W	2d.	7 2¼ 23	3/–	2/3
Norwood Press	.....	W	1d.	6 2⅛ 18	3/–	2/-
Norwood Weekly Herald	.....	W	½d	7 2⅛ 20½	2/–	1/-
Penge and Anerley Press	.....	W	½d.	6 2½ 20	3/–	..
South Eastern Herald (Series)	.....	W	1d.	7 2¼ 22	5/–	3/-
South London Observer	.....	2W	1½d.	6 2½ 20½	3/–	..
Southwark and Bermondsey Recorder	.....	W	2d.	7 2 1/16 20½	5/9	3/-
Streatham, Norwood, &c., News (Ss.)	.....	W	2d.	7 2⅛ 22	6/–	3/-
Sydenham, Forest Hill & Penge Gaz.	.....	W	2d.	7 2¼ 23	3/–	2/3
Woolwich Gazette & Plumstead News	.....	W	1d.	7 2¼ 24½	4/–	2/-
Southeast and Southwest.						
South London Press	.....	W	2d.	7 2⅛ 20	6/–	4/6
Southwest.						
Balham, Tooting, &c., News & Merc.	.....	W	1d.	7 2½ 22	3/–	2/-
Bayswater Chronicle	.....	W	1½d.	6 2½ 20½	2/–	1/9
Brixton Free Press	.....	W	2d.	7 2¼ 20½	3/6	3/-
Clapham Observer	.....	W	2d.	7 2½ 22	4/–	2/6

(Continued on page 160)

TO AMERICAN ADVERTISERS!

We have had actual experience in advertising American goods to the British Public.

CAN WE HELP *YOU*?

Street's are handling in Great Britain several considerable advertising campaigns for American propositions, with the success that only a wide knowledge of advertising in all its branches and a thorough understanding of conditions can bring about.

Street's are experts in media. They know the British and Overseas Press from A to Z. They can estimate to a degree of certainty the value of every great National Organ and every large and small local, in relation to the proposition in hand. They possess records of results from keyed advertisements which are of the greatest possible value.

Street's conduct campaigns from beginning to end. Media are selected and grouped, costs accurately estimated, insertions checked, claims made for errors, etc.

Street's "copy" department is thoroughly well organized on up-to-date lines and is regularly producing some of the best advertising in Great Britain.

Street's Service has accounted in no small measure for the prosperity of some of Britain's big advertisers, amongst whom are included Ronuk Floor & Furniture Polishes, Borwick's Baking Powder, Robinson's "Patent" Barley and "Patent" Groats, Burgoyne's Wines, Royal Mail Steam Packet Co., Lloyds Bank Ltd., Pitman's Schools, Eastman's Dye Works, Oxo, Van Houten's Cocoa, and many others.

Specimens of Advertisements Procured by

STREETS

together with interesting folders and leaflets will be gladly

Sent to Prospective Advertisers on Request.

Write either to Gracechurch Street or Serle Street.

Street's are prepared to submit a scheme for the marketing of any American product in the British Isles, without obligation on the part of any serious enquirer. write at once to

G. STREET & CO., Ltd.

"STREETS OF LONDON"

6 Gracechurch St. E. C. 3 — LONDON ENGLAND — 8 Serle St. W. C. 2

Cablegrams STREET, STOCK, LONDON

BRITISH NEWSPAPERS—(Continued from page 158)

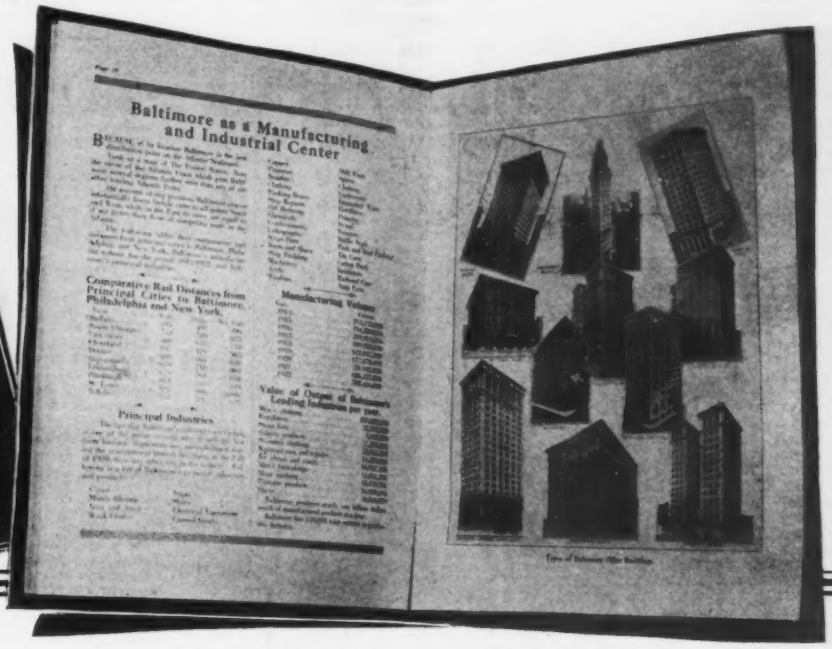
ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Fulham Chronicle	.....	W	2d.	8 2⅛ 18	4/-	2/6
Fulham Gazette (Series)	.....	W	1d.	6 2⅛ 18	4/-	2/9
Richmond Herald (Series)	.....	W	2d.	5 2¼ 18	4/-	2/-
Richmond Times	.....	W	2d.	8 2⅜ 22½	5/-	3/6
South Western Star (Series)	11,438nsg(p)	W	2d.	8 2⅛ 23	5/-	3/6
Tooting and Balham Gazette	.....	W	1d.	6 2⅛ 18	4/-	2/3
Wandsworth Borough News	.....	W	2d.	4 2½ 15	5/-	3/-
Westminster Chronicle	.....	W	1d.	5 2½ 18	2/6	2/-
Wimbledon Borough News	8,158nsg	W	2d.	6 2½ 20	5/-	3/5

ENGLAND—PROVINCIAL

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
BEDFORDSHIRE—						
Bedford (40,247) 7-1						
Bedfordshire Standard	.....	W	1d.	7 2¼ 21½	3/-	2/3
Bedfordsh'e Times & Indep'd't (Ser.)	13,174nsg	W	2d. 1d.	7 2¼ 23	5/6	3/-
Dunstable (8,894) 7-16-32						
Dunstable Gazette	.....	W	2d.	6 2½ 20½	2/6	1/3
Leighton Buzzard (6,795) 1						
Leighton Buzzard Observer	.....	W	2d.	V 2⅛ 20	2/6	1/3
Luton (57,077) 16-7-56						
Beds and Herts Saturday Telegraph	13,391nsg	W	1d.	7 2¼ 24	3/-	2/-
Beds and Herts Pictorial	8,761nsg	W	1d.	5 2¼ 16	3/-	2/-
Luton News and Beds Advertiser	16,041nsg	W	2d.	7 2¼ 24	5/-	3/6
Luton Reporter	.....	W	1d.	V 2⅜ V	5/-	2/6
BERKSHIRE—						
Abingdon (7,167) 1						
North Berks Herald	2,766nsg	W	1½d.	6 2½ 23½	2/6	1/6
Faringdon (10,098) 1						
Faringdon Advertiser	.....	W	1d.	6 2½ 20½	2/6	1/-
Maidenhead (16,741) 56-3-71						
Maidenhead Advertiser	.....	W	2d.	7 2½ 23	4/-	2/-
Newbury (12,290) 1-40-59						
Newbury Weekly News	7,500nsg(p)	W	2d.	8 2¼ 24½	2/6	2/-
Reading (92,274) 24-41-7						
Berkshire Chronicle	.....	W	2d.	5 2¼ 18½	6/-	3/6
Reading Mercury	.....	W	2d.	8 2¼ 24¼	10/-	6/6
Reading Observer	.....	W	2d.	7 2½ 24½	5/-	2/9
Reading Standard	16,366nsg	W	2d.	8 2¼ 24	5/-	3/-
Windsor (20,115) 1-71						
Windsor, Eton and Slough Express	.....	W	2d.	7 2½ 22	5/-	3/-
Wokingham (4,473) 59-60-1						
Berkshire Gazette	.....	W	1d.	6 2½ 23½	1/6	10d.
BUCKINGHAMSHIRE—						
Aylesbury (12,114) 32-1-56						
Bucks Advertiser	.....	W	2d.	6 2¼ 18	2/6	1/6
Bucks Herald	.....	W	2d.	8 2⅛ 22	3/6	2/-
Bletchley (5,532) 1						
North Buck Times	.....	W	2d.	V 2⅛ 90	1/9	1/-
Buckingham (3,059) 1-75						
Buckingham Advertiser	.....	W	1½d.	7 2½ 21	1/6	1/-
Chesham (8,584) 36-2-44						
Bucks Examiner	.....	W	2d.	6 2⅛ 20	4/-	3/-
Newport Pagnell (4,142) 1-56						
Bucks Standard	2,350nsg(p)	W	2d.	6 2½ 21	2/6	6d.
Slough (16,392) 40-56-55						
Slough Observer	.....	W	2d.	8 2⅛ 22½	2/-	1/6
Wycombe (27,241) 60-1-12						
Bucks Free Press	9,500nsg(p)	W	2d.	8 2⅛ 24	5/6	4/-
CAMBRIDGESHIRE—						
Cambridge (59,262) 3-66-1						
Cambridge Chronicle	.....	W	2d.	7 2¼ 20	6/-	2/6
Cambridge Daily News	.....	DE	1d.	V 2½ 23½	2/-	..
Cambridge Indpend. Press (Series)	.....	W	2d.	7 2½ 23½	5/-	2/-
March (8,939) 1-8-3						
Cambs Times (Series)	12,148nsg	W	2d.	6 2¼ 22	4/-	2/-
Newmarket (18,640) 1-36						
Newmarket Journal	.....	W	2d.	6 2½ 20½	....	..
Wisbech (11,316) 81-						
Isle of Ely Advertiser	.....	2W	2d. ½d.	6 2½ 24½	3/-	2/3
Wisbech Standard	.....	W	2d.	6 2¼ 22	3/-	2/-
CHESHIRE—						
Birkenhead (145,592) 49-7-13						
Birkenhead Advertiser (Series)	.....	2W	1d. 2d.	7 2¼ 22½	13/-	8/-
Birkenhead News	16,616nsg pw	2W	1d. 2d.	7 2¼ 23	6/-	3/-
Chester (40,794) 1-2-13						
Cheshire Observer	.....	W	2d.	7 2¼ 23	6/-	4/-
Chester Chronicle (Series)	.....	W	2d.	8 2⅜ 26¼	9/-	7/6
Chester Courant	.....	W	1d.	7 2¼ 23	3/6	2/-
Crewe (46,477) 21-7						
Crewe and Nantwich Observer	.....	W	2d.	7 2¼ 23	3/6	1/6
Hyde (33,437) 52-40-7-16-25-57						
Hyde Reporter	.....	W	2d.	7 2½ 23	4/-	2/-
North Cheshire Herald (Series)	.....	W	2d.	7 2¼ 22½	6/-	4/3
Macclesfield (33,846) 37-61-1						
Macclesfield Courier	.....	W	3d.	6 2½ 23	3/6	2/-
Macclesfield Times (Series)	.....	W	2d.	7 2⅜ 22¾	5/-	2/6
Stockport (123,315) 52-16-37						
Cheshire Daily Echo	.....	DE	1d.	6 2⅛ 23¼	5/-	2/6
Stockport Advertiser (Series)	.....	W	2d.	8 2⅜ 23¼	10/-	6/-
Stockport Borough Express	13,000nsg(p)	W	1½d.	.....	1/6	1/-
Wallasey (90,721) 71-51						
Wallasey Chronicle	.....	W	2d.	8 2¾ 22½	5/-	2/6
Wallasey News	.....	W	2d.	7 2¼ 23	4/-	2/-
Wilmslow (8,286) 71						
Wilmslow Express	.....	W	1d.	.....	3/-	1/3
CORNWALL—						
Bodmin (5,527) 1-35						
Cornish Guardian (Series)	10,032nsg	W	2d.	8 2⅜ 24½	7/6	3/-
Camborne (14,582) 10-40-1						
Cornish Post	.....	W	2d.	8 2¼ 22	...	1/-
Falmouth (13,318) 51-49-22						
Cornish Echo	.....	W	2d.	7 2½ 23¼	2/3	1/6
Falmouth Packet	.....	W	2d.	8 2¼ 20	2/3	1/6
Launceston (3,981) 1-10						
Cornish and Devon Post	.....	W	2d.	8 2⅛ V	3/-	1/6
Launceston Weekly News (Series)	.....	W	2d.	8 2⅛ 20½	1/6	8d.
Liskeard (4,376) 1-29-22-35						
Cornish Times	.....	W	2d.	7 2½ 20	2/6	1/3
Penzance (12,096) 1-36-22						
Cornishman	.....	W	2d.	8 2⅛ 22	1/9	..
Penzance Evening Tidings	.....	DE	1d.	7 2 21	1/9	..
Redruth (9,920) 10-1-2						
The Cornubian	.....	W	2d.	7 2½ 20¼	1/6	9d.
St. Ives (6,945) 51-22-35						
Western Echo	1,500nsg(p)	W	1d.	6 2½ 20	2/-	1/-
Truro (10,833) 1-10-46						
Royal Cornwall Gazette & Co. News	.....	W	1d.	7 2½ 20½	4/-	2/6
West Briton and Cornwall Adver.	14,276nsg	2W	1d. 2d	8 2¼ 23	5/-	3/6
CUMBERLAND—						
Carlisle (52,600) 7-61-31-21						
Carlisle Journal	.....	2W	1d. 2d.	7 2½ 24½	6/-	3/-
Cumberland Evening News	.....	DE	1d.	6 2½ 23½	3/-	1/6
Cumberland News	21,167nsg	W	2d.	7 2½ 23½	6/-	3/-
Cockermouth (4,845) 1-4-40						
West Cumberland Times	21,792nsg pw	2W	1d. 2d.	8 2¼ 22½	3/9	1/6
Penrith (8,342) 1-51-71						
Mid-Cumberland & N. W'land Herald	10,800nsg(p)	W	2d.	8 2¼ 24	4/-	..
Penrith Observer	.....	W	1½d.	7 2½ 25	3/-	2/-
Whitehaven (19,536) 35-1-55						
West Cumberland News	.....	W	1d.	6 2¼ 21	4/-	2/-
Whitehaven News	.....	W	2d.	8 2¼ 25	4/-	3/-
Workington (26,480) 40-19						
Cumberland Evening Mail	.....	DE	1d.	7 2¼ 20½	3/6	..
Workington Star	.....	W	1d.	6 2¼ 17½	3/-	2/-
DERBYSHIRE—						
Alfreton (5,763) 4-40						
Alfreton Journal	.....	W	1d.	7 2¼ 23¼	4/-	1/6
Ashbourne (4,147) 1-75-55						
Ashbourne News	.....	W	1d.	7 2¼ 23¼	4/-	1/6
Ashbourne Telegraph	.....	W	1d.	5 2½ 18	2/-	1/3
Belper (12,329) 52-28						
Belper News	.....	W	1d.	8 2¼ 19	1/6	..
Buxton (15,681) 51-1-62						
Buxton Advertiser	.....	W	2d.	7 2½ 22	6/-	2/-
Buxton Herald	.....	W	1d.	6 2½ 22	3/-	1/9
High Peak News	.....	W.	2d.	7 2½ 22	6/-	2/-
Chesterfield (61,236) 4-40-1						
Derbyshire Times	41,642nsg	W	2d.	8 2⅛ 24½	7/6	..
Derby (129,836) 40-56-21						
Derby Daily Express	.....	DE	1d.	5 2¼ 16½	7/6	..
Derby Daily Telegraph	.....	DE	1d.	V 2½ 23	7/-	4/-
Derby Mercury	.....	W	2d.	5 2¼ 16½	5/-	2/6
Derby Reporter	.....	W	2d.	7 2½ 23	5/-	2/6
Derbyshire Advertiser	.....	2W	2d.	7 2¼ 23¼	10/-	6/-
Glossop (20,528) 52-12						
North Derbyshire Advertiser (Series)	.....	W	2d.	6 2½ 22	5/-	4/-
Ilkeston (32,269) 35-40-28						
Ilkeston Advertiser	.....	W	1½d.	8 2¼ 23½	2/-	1/9
Ilkeston Pioneer	.....	W	1½d.	6 2½ 22	1/6	..
Matlock (7,055) 51-1						
Matlock Visitor	.....	W	1½d.	7 2½ 22	5/-	1/6
DEVONSHIRE—						
Barnstaple (14,409) 63-64-65						
North Devon Herald	.....	W	2d.	7 2½ 20	2/6	1/6
North Devon Journal	.....	W	2d.	7 2½ 20	2/6	1/6
Bideford (9,125) 49-55-1						
Bideford Gazette	4,800nsg(p)	W	2d.	6 2¼ 20½	3/-	1/6
Chudleigh (2,005) 1-29-3						
South Devon Express	.....	W	½d.	V 2½ 13	1/-	6d.
Dartmouth (7,201) 49-7-22						
Dartmouth Chronicle	.....	W	2d.	6 2½ 20	3/6	1/6
Exeter (59,608) 1-7-58						
Devon and Exeter Daily Gazette	.....	DM	1d. 2d.	7 2¼ 21½	6/-	4/6
Exeter Express and Echo	.....	DE	1d.	6 2¼ 21	7/-	5/-
Western Times	.....	DM	2d.	7 2¼ 21	4/-	2/-
Ilfracombe (11,779) 51-63						
Ilfracombe Chronicle (incp. Gazette)	.....	W	2d.	7 2½ 22	2/-	1/-
Kingsbridge (2,945) 1-71						
South Devon Gazette (Series)	.....	W	1d.	7 2½ 23	5/-	3/-
Newton Abbot (13,837) 1-21-58						
Mid-Devon Advertiser	.....	W	1½d.	5 2⅛ 17	3/6	1/9
Mid-Devon Times	.....	W	1½d.	6 2½ 22½	3/6	1/6
Plymouth (209,857) 49-46-10-22						
Western Evening Herald	.....	DE	1d.	7 2¼ 24	12/6	6/-
Western Independent	.....	2W	1d. 2d.	4 2¾ 18	6/-	5/3
Western Morning News & Mercury	.....	DM	1½d.	V 2⅛ 24	16/-	10/-
Western Weekly News	.....	W	2d.	5 2⅛ 14½	6/-	4/-
Sidmouth (5,669) 51-22						
Sidmouth Observer	.....	W	2d.	6 2½ 20	1/-	8d.
Tavistock (4,317) 1-35						
Tavistock Gazette	.....	W	2d.	6 2½ 21	2/6	1/3
Teignmouth (10,976) 22-51						
Teignmouth Gazette	.....	W	1½d.	6 2½ 21	3/6	2/3
Teignmouth Post	.....	W	1½d.	6 2½ 21	3/6	2/3
Tiverton (9,715) 1-64						
Devon and Somerset News	3,134nsg	W	2d.	8 2½ 24	2/-	1/-
Tiverton Gazette (Series)	.....	W	2d.	7 2⅜ 21	..	..
Torquay (39,432) 51						
Torbay Express	.....	DE	1d.	7 2¼ 21	5/-	3/-
Torquay Directory	.....	W	2d.	8 2¾ 25	4/-	2/3
Torquay Times	.....	W	2d.	7 2¾ 20	5/-	2/-
Totnes (3,982) 1-8						
Totnes Times	.....	W	1½d.	6 2½ 22½	4/-	2/6
Western Guardian	.....	W	1½d.	6 2½ 22½	4/-	2/6
DORSETSHIRE—						
Bridport (5,910) 22-51						
Bridport News	.....	W	2d.	5 2¾ 20	2/6	1/9
Dorchester (9,954) 1						
Dorset County Chronicle	.....	W	2d.	8 2⅛ 24	3/6	1/9
Weymouth (24,570) 51						
Dorset Dly. Echo & Weymouth Dis.	.....	DE	1d.	V 2⅛ 24	4/-	2/6
Dorset Daily Press	.....	DE	1d.	7 2⅛ 21	3/-	1/9
Southern Times	.....	W	2d.	8 2⅜ 24	3/6	1/9
Weymouth Telegram	.....	W	1d.	6 2½ 22½	2/6	1/3
DURHAM—						
Bishop Auckland (14,294) 35-7-1						
Auckland and County Chronicle	.....	W	2d.	7 2¾ 22¼	7/6	5/-
Chester-le-Street (15,594) 35-56-1						
Chester-le-Street Chronicle	.....	W	1½d.	6 2½ 20½	2/6	1/3

(Continued on page 162)



The facts about Baltimore

So that you may know the Baltimore market we have prepared a handsome and costly book filled from cover to cover with information about our city rather than about our newspapers. No advertiser who is interested in expanding his business can afford to pass up this great and growing market, and the book we have prepared will help him overcome the usual obstacles in opening a new market.

Buy advertising as YOU like it

The wise advertisers who use the display columns of The Baltimore News or The Baltimore American (or both), buy space as they like it instead of being forced to take duplicated morning circulation when they want to cover the evening field and vice versa—there are no forced duplicated morning and evening combinations on Hearst newspapers.

Here the national as well as the local advertiser is allowed to select the sort of circulation—morning, evening or Sunday—that is most helpful to his particular needs.

A helpful merchandising service

The merchandising department conducted by The News and The American is helpful to the nationaal advertiser and his advertising agency because it is really helpful to the Baltimore retailer.

A department composed of high grade men who know the Baltimore retailers and their problems—men who are given a hearty greeting and a cordial welcome every time they call.

THE BALTIMORE NEWS
Every Evening Except Sunday

CHARACTER QUALITY AMERICA FIRST ACCURACY ENTERPRISE
The Baltimore American
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

Every Morning Including Sunday

THE BALTIMORE NEWS
THE BALTIMORE AMERICAN
Baltimore, Md.

Please send me your book on Baltimore and present day circulation figures.

Name .....

Firm Name .....

Address .....

(Just tear out this coupon, fill it in and mail right now.)

BRITISH NEWSPAPERS—(Continued from page 160)

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Consett (12,151) 40-4						
Consett Chronicle	.....	W	1½d.	6 2½ 21¼	2/6	1/-
Consett Guardian	.....	W	2d.	6 2⅛ 25	6/-	4/-
Darlington (65,866) 7-21-35						
Darlington & Stockton Times (Series)	25,927nsg	W	2d.	V 2¼ 24	7/-	4/6
North Star	.....	DM	1d.	7 2¼ 22	12/-	18/-
Northern Echo	76,006nsg	DM	1d.	7 2¼ 22¼	20/-	15/-
Northern Evening Despatch	.....	DE	1d.	7 2¼ 22½	10/6	7/6
Durham (17,329) 4-7-1						
Durham Chronicle	.....	W	2d.	7 2¼ 21½	7/6	5/-
Durham County Advertiser	.....	W	2d.	7 2¼ 21½	7/6	5/-
West Hartlepool (90,000) 49-19-59						
Northern Daily Mail	16,977nsg	DE	1d.	V 2¼ 22	2/6	..
Shields (108,649) 7-49-4						
Shields Daily Gazette	.....	DE	1d.	V 2¼ 24	6/-	4/6
Stockton (64,150) 40-49-7						
Stockton Herald	.....	W	1d.	7 2¼ 24	....	..
Sunderland (160,000) 49-4-7						
Daily Echo and Shipping Gazette	43,865nsg	DE	1d.	V 2¼ 22	5/-	..
ESSEX—						
Chelmsford (20,761) 7-1						
The Essex Chronicle (Series)	27,444nsg	W	2d.	8 2¼ 25	6/1	..
Essex Weekly News	27,000nsg	W	2d.	8 2¼ 25	6/1	..
Clacton (17,049) 51						
Clacton Times (Series)	.....	W	1d.	7 2⅛ 22½	5/-	2/6
East Essex Advertiser	3,360nsg	W	1½d.	8 2¼ 24	2/-	9d.
Colchester (43,377) 7-1-43						
Colchester Gazette	.....	W	1d.	4 2⅛ 20	3/6	1/9
Essex County Standard	.....	W	2d.	8 2⅛ 24	3/6	1/9
Essex County Telegraph	.....	2W	2d.	7 2¼ 20	4/-	2/6
Epping (4,197) 1-36						
West Essex Gazette	.....	W	1d.	4 2½ 15½	2/6	1/6
Grays (17,364) 76						
Grays and Tilbury Gazette	.....	W	1d.	V 2¼ 16	4/6	3/9
Halstead (5,916) 37-40-58						
Halstead and Colne Valley Gazette	4,100nsg(p)	W	2d.	6 2⅛ 22	2/6	1/2
Harwich (13,036) 20-51-22						
Harwich Standard	.....	W	½d.	6 2½ 20½	....	..
Ilford (85,191) 71						
Ilford Guardian	.....	W	1d.	6 2⅛ 22	....	..
Ilford Recorder	.....	W	1½d.	7 2⅛ 24	4/-	2/9
Loughton (5,749) 71						
Loughton and District Advertiser	.....	W	1d.	7 2½ 22	2/6	1/6
Romford (19,448) 71-36						
Essex Times	.....	W	1d.	8 2¼ 24	4/6	3/3
Romford Times	.....	W	1d.	8 2¼ 24	3/-	1/9
Southend-on-Sea (106,021) 51-22-1						
Southend Observer	.....	W	1d.	8 2¼ 25	2/6	2/-
Southend Pictorial Telegraph	.....	W	1d.	5 2¼ 16	4/6	3/9
Southend Standard	.....	W	2d.	7 2¼ 24	10/-	8/6
Southend Times	.....	W	2d.	4 2½ 13½	10/-	6/6
Waltham Abbey (6,847) 36-54-1						
Waltham Abbey Telegraph	.....	W	1d.	6 2½ 23	3/-	2/-
GLOUCESTERSHIRE—						
Bristol (377,061) 50-2-41						
Avonmouth Mail (Series)	.....	W	1d.	5 2½ 18	3/-	2/9
Bristol Advertiser	.....	W	1d.	6 2½ 21	6/-	5/6
Bristol Evening News	.....	DE	1d.	6 2½ 18	10/-	9/-
Bristol Evening Times	.....	DE	1d.	V 2¼ V	10/-	8/-
Bristol Guardian	.....	W	1d.	6 2½ 20	6/-	3/-
Bristol Observer	.....	W	1d.	7 2½ 20	10/-	9/-
Bristol Times and Mirror	.....	DM	1d. 2d.	V 2¼ 24½	7/6	5/-
Western Daily Press	.....	DM	1d.	7 2½ 25½	10/-	9/-
Cheltenham (48,444) 51						
Cheltenham Chronicle	.....	W	2d.	V 2¼ 23	5/-	2/6
Gloucestershire Echo	.....	DE	1d.	V 2¼ 23	4/-	2/6
Cinderford 4-53-40						
Dean Forest Mercury	.....	W	2d.	7 2½ 22½	2/6	1/6
Cirencester (7,408) 1						
Wilts and Gloucestershire Standard	8,000nsg(p)	W	2d.	8 2⅛ 22	4/-	2/-
Clifton (42,466) 71						
Clifton Chronicle	.....	W	2d.	5 2¼ 16½	5/-	2/6
Clifton Free Press (Series)	.....	W	1d.	7 2⅛ 21	12/-	7/6
Coleford (2,781) 4-53-1						
Dean Forest Guardian	3,250nsg(p)	W	2d.	7 2⅜ 22½	2/3	1/3
Dursley (7,591) 1-74-23						
Dursley Gazette (Series)	6,365nsg	W	2d.	7 2¼ 22	3/-	2/-
Gloucester (51,330) 59-7-1						
Gloucestershire Chronicle	.....	W	2d.	7 2¼ 20½	7/6	3/-
Gloucester Citizen	.....	DE	1d.	7 2½ 21	5/-	3/6
Gloucester Journal	.....	W	2d.	7 2½ 21	5/-	3/6
Lydney (9,842) 76-31-4						
Lydney Observer	.....	W	2d.	7 2½ 22½	2/-	1/3
Stroud (8,561) 61-7-1						
Stroud Journal	.....	W	2d.	7 2¼ 23	3/-	2/-
Stroud News	3,317nsg	W	2d.	8 2⅛ 22	3/-	2/-
Tewkesbury (4,704) 1-13-36						
Tewkesbury Register and Gazette	.....	W	1½d.	7 2 21	2/6	1/-
GUERNSEY—						
Guernsey (40,120) 36-1-29-51						
Gazette de Guernsey	.....	W	1½d.	7 2⅛ 20½	....	..
Guernsey Advertiser	.....	W	1d.	7 2⅛ 20¼	....	..
Guernsey Evening Press	4,173nsg	DE	1d.	8 2¼ 25½	3/-	1/9
Guernsey Star	.....	DE	1d.	7 2⅜ 25	4/-	3/-
Guernsey Weekly Press	4,464nsg	W	1d.	8 2¼ 25½	3/-	1/9
HAMPSHIRE AND ISLE OF WIGHT—						
Aldershot (28,756) 48-32-7						
Aldershot Gazette and Military News	.....	W	2d.	5 2 17	3/-	1/9
Aldershot News	.....	W	2d.	7 2⅛ 20½	3/-	2/-
Andover (8,569) 41-13-1						
Andover Advertiser (Series)	6,221nsg(p)	W	2d.	6 2½ 23½	4/-	2/-
Basingstoke (12,718) 7-43-1						
Hants and Berks Gazette	.....	W	2d.	7 2¼ 22	4/-	2/3
Bournemouth (91,770) 51-49						
Bournemouth Daily Echo	.....	DE	1d.	V 2⅛ 24	8/-	5/-
Bournemouth Graphic	.....	W	1½d.	4 2 12	4/-	2/6
Bournemouth Guardian (Series)	.....	W	2d.	7 2¼ 23½	2/6	2/-
Bournemouth Times and Directory	.....	W	2d.	7 2⅜ 23½	6/-	4/-
Cowes, I. W. (9,998) 51-7-49						
Isle of Wight Herald	.....	W	1d.	6 2½ 20	2/6	1/6
Newport, I. W. (11,036) 1-49-68						
Isle of Wight County Press	15,777nsg	W	2d.	V 2¼ 24	5/-	3/6
Petersfield (3,933) 1-41						
Hants and Sussex News	.....	W	1d.	7 2¼ 21	2/6	1/6
Portsmouth (247,343) 20-51						
Eve. News & Southern Daily Mail	64,008nsg	DE	1d.	V 2¼ 22	6/-	..
Hants Telegraph and Post	14,350nsg	W	2d.	V 2¼ 22	3/-	..
Portsmouth Times (Series)	.....	W	2d.	8 2⅛ 24½	6/-	3/-
Ryde, I. W. (11,295) 51						
Isle of Wight Times	1,852nsg(p)pw	2W	1d.	7 2¼ 20	3/4	2/4
Sandown, I. W. (7,664) 51						
Isle of Wight Chronicle	.....	W	1d.	6 2½ 20½	2/-	1/3
Southampton (160,997) 49-51-1						
Hants Advertiser	.....	W	2d.	8 2⅛ 24	5/-	3/6
Hants Independent	.....	W	2d.	8 2⅛ 24	5/-	3/6
Southampton Times	.....	W	2d.	5 2⅛ 17½	6/-	3/6
Southern Echo	.....	DE	1d.	V 2⅛ 24	8/-	5/-
Winchester (23,791) 1-48						
Hampshire Chronicle	11,000nsg(p)	W	2d.	8 2⅛ 24	4/-	2/-
Hampshire Observer	.....	W	1d.	7 2⅛ 23½	4/-	2/-
HEREFORDSHIRE—						
Hereford (23,324) 1-8						
Hereford Journal	.....	W	1½d.	5 2¼ 17½	5/-	3/-
Hereford Mercury	.....	W	1d.	5 2¼ 17½	5/-	3/-
Hereford Times	21,313nsg	W	2d.	7 2½ 24	8/-	5/-
Ledbury (3,152) 1						
Ledbury Reporter and Guardian	.....	W	1½d.	7 2¼ 24½	2/6	1/-
Leominster (5,539) 1						
Leominster News	.....	W	1½d.	6 2½ 22½	3/6	1/6
Ross (4,665) 1						
Ross Gazette	.....	W	1½d.	6 2½ 22	2/6	1/3
HERTFORDSHIRE—						
Barnet (11,772) 71-55-1						
Barnet Press and Finchley News	.....	W	1½d.	6 2½ 23	6/8	3/-
Bishop's Stortford (8,857) 41-1-36						
Herts and Essex Observer	7,500nsg(p)	W	2d.	7 2½ 22¾	4/-	1/6
Hemel Hempstead (13,832) 1-12-7-74						
Hertfordshire Hemel Hempstead Gaz.	.....	W	2d.	7 2⅛ 20¼	4/6	2/6
Hertford (10,712) 1-41-13-73						
Hertfordshire Mercury	9,936nsg(p)	W	2d.	8 2⅛ 23¼	4/6	2/3
Hertfordshire Record	.....	W	1d.	7 2 22	3/9	2/3
Hitchin (13,535) 1-7-55-71						
Herts Express (Series)	.....	W	2d.	7 2¼ 22	4/-	2/6
Letchworth (10,313) 7-56-32-1						
Citizen	2,540nsg(p)	W	2d.	6 2¼ 18	3/-	1/9
Royston (3,826) 1-36-41						
Herts and Cambs Reporter	.....	W	1½d.	8 2⅛ 22½	2/6	1/4½
St. Albans (25,588) 32-2-16						
Herts Advertiser	.....	W	2d.	7 2¼ 24	6/-	3/-
Watford (45,910) 71-41-1-55						
West Herts and Watford Observer	10,152nsg	W	2d.	7 2¼ 20	6/-	4/6
West Herts Post	.....	W	1d.	7 2¼ 25	3/-	1/3
HUNTINGDONSHIRE—						
Huntingdon (4,194) 1-68-56						
Huntingdonshire Post	.....	W	1d.	7 2¼ 22	3/6	2/-
Hunts County News	.....	W	1d.	7 2¼ 20	3/6	2/6
St. Neots (4,109) 1-12						
St. Neots Advertiser	+4,600nsg	W	1d.	8 2⅜ 23	2/6	1/3
ISLE OF MAN (60,238)—						
Douglas (25,000) 1-22-51						
Isle of Man Examiner	3,800nsg(p)	W	1½d.	V 2½ 23½	4/-	2/-
Isle of Man Times	.....	W	2d.	9 2¼ 23½	4/-	2/-
Isle of Man Times	.....	*DE	1d.	V 2¼ 20	2/-	1/-
Mona's Herald	.....	W	1d.	6 2¼ 19	2/6	1/9
Ramsey (4,000) 1-51-22						
Ramsey Courier	.....	2W	1d. 2d.	6 2½ 22	2/-	1/3
JERSEY—						
St. Heliers (26,314) 1-51						
Jersey Evening Post	6,688nsg	DE	1d.	V 2¼ 24	4/-	3/-
Jersey Morning News	.....	DM	1d.	8 2¼ 22	3/-	2/6
Jersey Weekly Post	.....	W	1½d.	8 2¼ 24	3/-	2/3
KENT—						
Ashford (14,355) 21-61-1						
Kentish Express	30,249nsg	W	2d.	8 2½ 24	10/-	5/-
Tuesday Express	.....	W	1d.	8 2½ 24	5/-	2/6
Beckenham (33,350) 71						
Beckenham Advertiser	.....	W	2d.	V 2¼ 23½	3/6	2/-
Beckenham Journal	.....	W	1½d.	7 2¼ 23	3/-	2/6
Beckenham Times	.....	W	2d.	7 2¼ 23	3/-	2/6
Bromley (35,070) 71						
Bromley Mercury	.....	W	1d.	7 2¼ 22	3/-	2/3
Bromley Times	.....	W	2d.	7 2¼ 23	3/-	2/6
Canterbury (23,738) 1-36-41						
Kent Herald	.....	W	1d.	7 2¼ 21	2/-	1/6
Kentish Gazette	4,438nsg	W	1½d.	7 2¼ 21½	2/-	1/4
Kentish Observer	.....	W	2d.	6 2¼ 21½	....	..
Chatham (42,665) 49-20-7						
Chatham, Rochester, etc., Observer	.....	W	2d.	8 2¼ 22	3/6	2/-
Chatham, Rochester, etc., News	18,161nsg	W	2d.	8 2¼ 23	5/-	2/6
Deal (12,990) 22-51						
Deal, Walmer & Sandwich Mercury	.....	W	1½d.	7 2⅛ 22	3/-	1/6
Dover (39,985) 4-12-56-20						
Dover and County Chronicle	.....	W	1d.	6 2½ 20	3/6	1/3
Dover Express and East Kent News	10,803nsg	W	1½d.	5 2¼ 18	4/-	2/-
Dover Standard	.....	W	1½d.	6 2½ 20½	2/-	1/6
Dover Telegraph	.....	W	1d.	6 2½ 20	3/6	1/3
Faversham (10,870) 1-8-49						
Faversham Mercury	.....	W	1½d.	6 2¼ 21½	....	..
Faversham and N. E. Kent News	3,144nsg	W	1½d.	7 2¼ 20	1/6	10d.
Folkestone (37,571) 51-22						
Folkestone Express	.....	W	1d.	5 2¼ 16½	2/3	1/9
Folkestone Herald	.....	W	2d.	8 2¼ 23½	4/-	3/-
Gravesend (31,137) 12-66-55						
Gravensend and Dartford Reporter	.....	W	2d.	7 2½ 25½	4/-	2/6
Hawkhurst (3,200) 1						
Kent and Sussex Post	.....	W	2d.	5 2½ 18	2/-	1/-

(*Continued on page* 166)

Consistent Leadership

in Syracuse, New York

The SYRACUSE HERALD was a strong first in total advertising lineage for the twelve months of 1923

The HERALD lead in **local** advertising for the year.

The HERALD lead in **national lineage** for the year.

The HERALD lead in **food** lineage for the year.

The HERALD lead in **department store** lineage for the year.

The HERALD lead in **automotive** lineage for the year.

The HERALD lead in every important classification for the year.

MOREOVER

For the last six months of 1923—

The HERALD carried more **total** advertising in the daily editions (excluding Sunday) than its morning competitor carried in daily and Sunday combined.

The HERALD carried more **total** advertising in the daily editions (excluding Sunday) than did its six-day-a-week principal evening competitor.

The HERALD carried more **local** and more national lineage six days (excluding Sunday) than did its principal evening competitor six days a week.

The HERALD carried more total lineage seven days than did its morning competitor, and the fourth Syracuse paper, seven days, combined.

The HERALD in the last six months of 1923 carried 80 percent more (nearly double) the amount of lineage Sunday as compared to the other Syracuse Sunday publication.

That leadership is, and has been consistent in the Syracuse field. The HERALD'S circulation is concentrated in the retail trading area of Syracuse. The HERALD has no predate or special night editions. The HERALD leads by virtue of being the most successful selling agency in the Syracuse newspaper field. It recognizes its responsibilities as a sales force, and logically, as a result, attained leadership and has steadily increased this leadership.

COOPERATION

The HERALD service department is equipped, and willing to assist any recognized sales organization to reach the greatest distribution to connect up profitably to the demand created by advertising space. There are no useless frills used, and each problem is met and solved according to its peculiar needs.

Special Representatives

PRUDDEN, KING & PRUDDEN

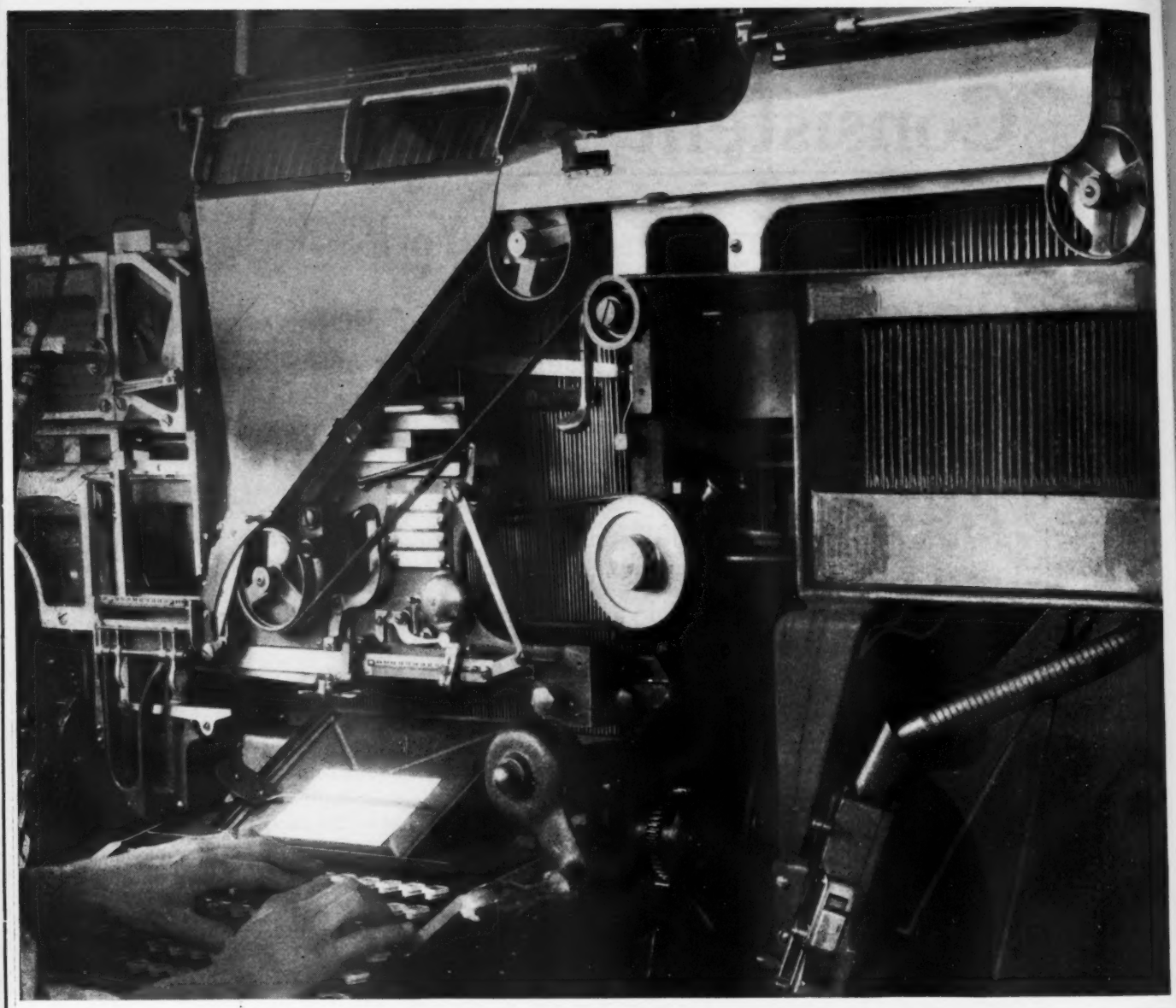
286 Fifth Avenue
New York

Globe Building
Boston

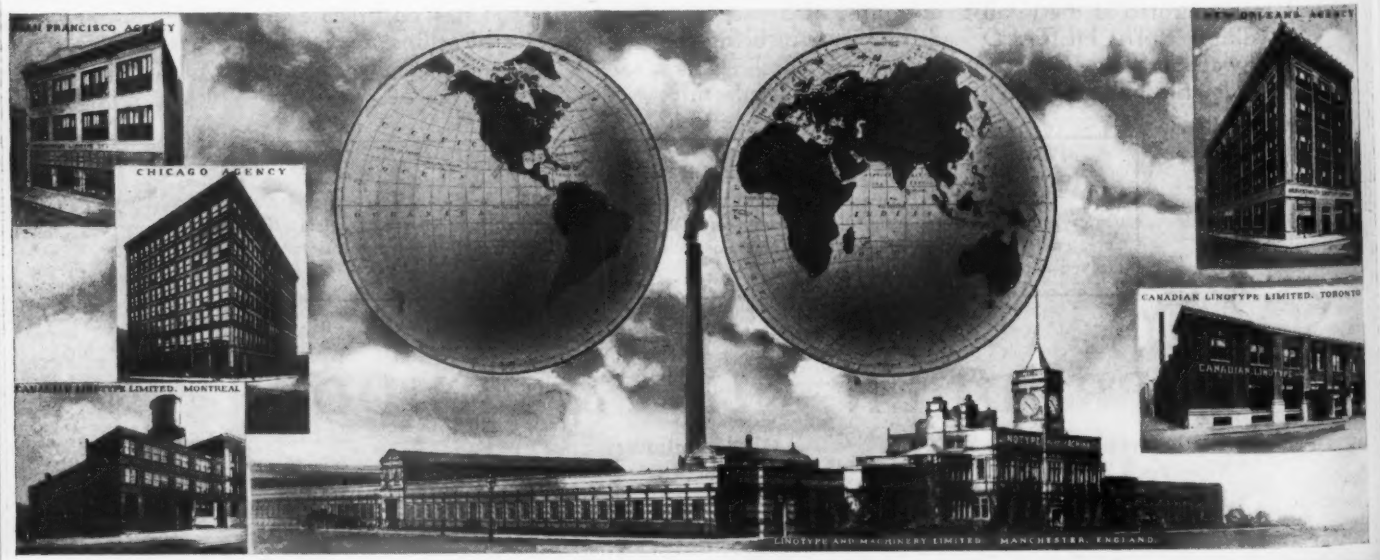
Steger Building
Chicago

Sharon Building
San Francisco, California

San Fernando Building
Los Angeles, California



Linotype Service Covers the World for Linotype Users



THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION

Every new invention, every improved method, every advance either typographic or mechanical—the Linotype user gets it first. The research and experimental departments of the Linotype Company are everlastingly seeking out new ways to make the Linotype more valuable and profitable to its users.

TRADE LINOTYPE MARK

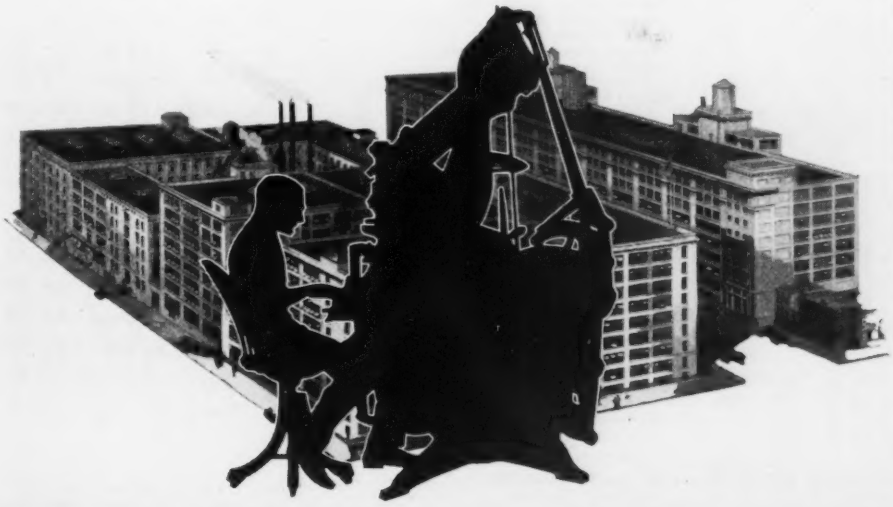
MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World



Some of the time-and-money-saving inventions that have been given the printing world through Linotype Initiative:

The Circulating Matrix
The Slug (Complete Line of Type)
The Spaceband
The Power-Driven Keyboard
The Two-Letter Matrix
The Quick-Change Magazine
The Auxiliary Magazine
The Split Magazine
The Front Removal of Magazines
The Multiple-Magazine Machine
The Seventy-two Channel Magazine
The Display Machine
The Text-and-Display Machine
The Multiple Distributor
The Two-Pitch Distributor Screw
The Universal Mold
The Four-Mold Disk
The Recessed Mold
The Automatic Font Distinguisher
The Universal Knife Block
The Universal Ejector
The Sorts Stacker and Multiple Sorts Stacker
The Forty-two-Pica Measure Machine (1897)
Linotype Typography

AND

The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

Composed entirely on the LINOTYPE

BRITISH NEWSPAPERS—(Continued from page 162)

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Herne Bay (11,872) 51-71						
Herne Bay Press		W	2d.	6 2½ 20½	....	..
Hythe (7,764) 48-51						
Hythe Reporter		W	1½d.	4 2¼ 15	1/10	1/–
Maidstone (37,448) 1-41-12-7						
Kent Messenger (Series)	27,684nsg pw	2W	1d. 2d.	7 2⅜ 24¼	7/6	..
South Eastern Gazette		3W	1d.	7 2¼ 22	5/–	3/–
Margate (46,475) 51						
Isle of Thanet Gaz. & Thanet Times.		W	2d.	V 2⅜ 24	5/–	..
Ramsgate (36,560) 22-51-4						
East Kent Times	nsg	2W	1½d.	7 2⅜ 22	4/6	2/3
Pullen's Kent Argus		W	1½d.	6 2½ 19	2/6	1/–
Thanet Advertiser & Echo	+6,600nsg	W	1½d.	7 2¼ 22	2/6	1/6
Rochester (31,261) 7-1-73						
Rochester Journal Standard	15,948nsg	W	1d.	8 2⅜ 23	5/–	2/6
Sevenoaks (9,058) 1						
Sevenoaks Chronicle		W	2d.	8 2¼ 24½	2/6	1/6
Sheerness (18,596) 20-1-65						
Sheerness Guardian	4,436nsg(p)	W	1½d.	7 2⅜ 21	4/–	1/6
Sidcup (8,940) 71-1-36						
Kentish District Times (Series)		W	2d.	7 2¼ 23	12/–	7/–
Sidcup and District Times		W	2d.	7 2¼ 23	2/6	1/9
Sittingbourne, Etc. (16,820) 3-12-1-8-24						
East Kent Gazette		W	2d.	7 2½ 24	4/–	2/–
Tonbridge (15,929) 1-32-55						
Tonbridge Free Press		W	1½d	5 2½ 18	5/–	2/–
Tunbridge Wells (35,568) 1-3-41						
Kent and Sussex Courier	17,900nsg	W	2d.	8 2¼ 24½	5/–	3/6
Tunbridge Wells Advertiser		W	2d.	5 2¼ 19	5/–	2/6
Westerham (3,000) 1-41						
Westerham Herald		W	2d.	5 2½ 18½	3/–	1/9

LANCASHIRE—

Accrington (43,610) 52-25-74						
Accrington Gazette (Series)		W	2d.	7 2½ 21	6/–	2/–
Accrington Observer & Times (Ser.)		2W	1d. 2d.	7 2½ 23	5/–	3/–
Ashton-under-Lyne (43,333) 52-30-4						
Ashton-under-Lyne Herald (Series).		W	2d.	7 2¼ 23	5/–	2/–
Ashton-under-Lyne Reporter (Ser.)		W	2d.	7 2½ 23½	7/–	5/–
Cotton Factory Times		W	1d.	6 2½ 23½	6/–	3/6
Bacup (21,256) 52-2-30						
Bacup Times		W	2d.	7 2½ 24	5/–	3/–
Barrow (74,254) 49-40-1						
Barrow Guardian (Series)		W	2d.	5 2¼ 17	6/–	2/6
Barrow News (Series)		W	2d.	5 2¼ 18½	6/–	3/6
North Western Daily Mail		DE	1d.	5 2¼ 18½	6/–	3/6
Blackburn (126,630) 52-40-4						
Blackburn Times		W	2d.	7 2½ 23	6/–	3/–
Blackburn Weekly Telegraph		W	2d.	6 2⅜ 21½	7/–	5/–
Northern Daily Telegraph	70,000nsg(p)	DE	1d.	6 2⅜ 21½	15/–	12/6
Blackpool (99,640) 51						
Blackpool Gazette and Herald	34,010nsg pw	3W	1½d. 2d.	8 2¼ 23	6/–	3/9
Blackpool Times (Series)		2W	1d. 2d.	6 2¼ 20½	5/–	3/–
Bolton (178,678) 52-4-7						
Bolton Evening News	48,090nsg	DE	1d.	V 2⅛ 21¾	6/–	..
Bolton Journal (Series)		W	2d.	V 2⅛ 21¾	9/–	..
Bootle (76,508) 49-7-58						
Bootle Herald (Series)		W	1½d.	V 2⅛ 24	5/–	2/6
Bootle Times (Series)		W	2d.	7 2¼ 23	4/6	3/–
Burnley (103,175) 52-4-40						
Burnley Express		2W	1d. 2d.	7 2¼ 23	8/–	4/–
Burnley News		2W	1d. 2d.	6 2½ 23	5/–	2/6
Bury (56,426) 52-40-30						
Bury Guardian		W	2d.	6 2½ 22	5/–	2/–
Bury Times		2W	2d. 1d.	7 2½ 24	5/–	2/6
Chorley (30,576) 52-4-7						
Chorley Guardian	7,604nsg	W	2d.	7 2¼ 23	...	..
Chorley Weekly News (Series)		W	1½d.	7 2¼ 22½	4/–	1/6
Clitheroe (12,204) 52-53-39						
Clotheroe Advertiser and Times	5,133nsg	W	2d.	6 2½ 20	2/6	1/6
Colne (24,755) 52-7						
Colne Times		W	2d.	V 2¼ 22	4/–	2/4
Darwen (37,913) 52-12-55						
Darwen News		2W	1d. 2d.	7 2½ 22	....	..
Darwen Weekly Advertiser	10,695nsg	W	½d.	7 2¼ 25¾	....	2/6
Fleetwood (19,448) 7-21-51-76						
Fleetwood Chronicle		W	2d.	7 2¼ 22¾	4/–	2/3
Lancaster (40,226) 1-55						
Lancaster Guardian		W	2d.	7 2⅛ 23½	6/–	4/6
Lancaster Observer		W	2d.	8 2⅜ 24½	4/–	1/9
Liverpool (803,118) 76-49-7-13						
Customs Bills of Entry (A & B)		DE	Sub.	4 2⅛ 14	2/6	..
Liverpool Courier		DM	1d.	V 2¼ 23½	17/6	..
Liverpool Daily Post and Mercury.		DM	1d.	V 2¼ 24	20/–	..
Liverpool Echo		DE	1d.	8 2¼ 24	25/–	..
Liverpool Express		DE	1d.	V 2¼ 23½	20/–	..
Liverpool Weekly Courier		W	2d.	V 2¼ 23½	17/6	..
Liverpool Weekly Post		W	2d.	V 2¼ 24	20/–	..
Y Brython		W	2d.	5 2½ 17½	4/–	3/–
Lytham (10,830) 49-51-22						
Lytham—St. Anne's Standard		W	1d.	6 2½ 20	4/–	1/–
Lytham Times		W	1d.	7 2¼ 21	4/–	1/3
Manchester (730,551) 52-55-61-37						
Manchester Empire News	1,381,092nsg(p)	W	2d.	7 2⅛ 23	100/–	..
Manchester City News		W	1½d.	6 2⅜ 23	10/–	6/6
Manchester Daily Dispatch	405,488nsg(p)	DM	1d.	7 2⅛ 23	60/–	..
Manchester Evening Chronicle	325,016nsg(p)	DE	1d.	7 2⅛ 23	40/–	..
Manchester Evening News		DE	1d.	V 2½ 23	25/–	..
Manchester Guardian		DM	2d.	7 2½ 23	25/–	23/1½
Manchester Guardian Commercial		W	3d.	4 2⅝ 15½	32/6	30/0¾
Manchester Guardian Weekly		W	2d.	4 2⅝ 15½	15/–	13/10
Manchester Sunday Chronicle	903,633nsg(p)	W	2d.	7 2⅛ 23	100/–	..
Morecambe (19,182) 51-22						
Morecambe Guardian		W	1d.	7 2⅛ 23½	5/–	3/6
Morecambe and Boro' Advertiser		W	1d.	7 2¼ 22	2/6	1/3
Nelson (39,839) 52						
Nelson Leader	9,583nsg	W	2d.	7 2¼ 22½	3/6	2/–
Oldham (145,001) 52-61-40						
Oldham Chronicle	16,400nsg	W	2d.	V 2⅛ 22½	7/–	3/6
Oldham Evening Chronicle	17,714nsg	DE	1d.	V 2⅛ 22½	6/–	2/9
Oldham Evening Standard		DE	1d.	8 2¼ 23½	7/–	3/6
Oldham Standard		W	2d.	8 2¼ 23½	8/–	4/6
Ormskirk (7,407) 1-4-41						
Ormskirk Advertiser	9,200nsg(p)	W	2d.	8 2¼ 23½	8/–	4/6
Preston (117,426) 52-49-40						
Lancashire Daily Post		DE	1d.	V 2⅜ 23¼	10/–	..
Preston Guardian		W	2d.	V 2⅜ 23¼	6/–	..
Preston Herald		2W	1d. 1½d.	7 2¼ 23½	....	..
Rawtenstall (28,381) 52-53						
Rossendale Free Press		W	2d.	7 2¼ 22½	3/–	2/–
Rochdale (90,807) 52-30-7						
Rochdale Observer	46,629nsg pw	2W	1d. 2d.	7 2½ V	9/6	8/–
Rochdale Times (Series)		2W	1d. 2d.	7 2½ 19	7/–	4/–
St. Helens (102,675) 15-4-69						
St. Helens Newspaper		2W	1d. 2d.	7 2½ 22	4/–	2/–
St. Helens Reporter (Series)		2W	1d. 2d.	8 2¼ V	4/–	2/–
Southport (76,644) 7-51-58						
Southport Guardian		2W	1d. 2d.	8 2½ 23½	7/6	5/6
Southport Visitor		3W	1d. 2d.	V 2⅜ 24	7/6	5/6
Urmston (8,297) 7-52						
Urmston Western Telegraph (Ser.).		W	1d.	7 2¼ 20	5/–	2/6
Warrington (76,811) 40-19-18-9						
Warrington Examiner (Series)		W	2d.	7 2½ 23	3/6	1/9
Warrington Guardian (Series)	32,000nsg(p)	2W	1d. 2d.	8 2⅛ 21½	10/–	8/–
Widnes (38,879) 69-40-9 pw						
Widnes Weekly News (Series)	8,250nsg(p)	W	2d.	7 2⅛ 22½	5/–	2/6
Wigan (89,447) 4-52-40-7						
Wigan Examiner	17,031nsg pw	2W	1d. 2d.	7 2½ 23½	4/6	2/–
Wigan Observer	20,000nsg(p) pw	3W	1d. 2d.	8 2½ 23½	4/6	3/6
Berwick (12,994) 1-22-59-7						
Berwick Advertiser	5,539nsg(p)	W	1½d.	6 2½ 20	4/–	2/3
Berwick Jnl. & N'thumbl'd News	3,508nsg	2W	2d.	6 2½ 19½	5/–	1/9
Blyth (31,883) 4-49						
Blyth News		2W	1d.	V 2¼ 24	4/–	2/–
Hexham (8,849) 4-1-71						
Hexham Courant	6,120nsg	W	2d.	8 2⅜ 24	5/–	2/–
Hexham Herald		W	2d.	7 2¼ 22½	5/–	2/–
Morpeth (7,580) 4-1						
Morpeth Herald		W	2d.	V 2¼ V	2/6	1/6
Newcastle (274,955) 49-4-40-7-21-1						
Newcastle Daily Chronicle		DM	1d.	V 2½ 22	10/–	..
Newcastle Daily Journal	25,011nsg	DM	1d.	7 2¼ 22	10/–	6/–
Newcastle Evening Chronicle		DE	1d.	V 2½ 22	17/6	..
Newcastle Illustrated Chronicle		DM	1d.	4 2½ 13	5/–	..
Newcastle Sunday Sun		W	2d.	7 2½ 22	5/–	..
Newcastle Weekly Chronicle		W	2d.	V 2½ 22	5/–	..
Shields (58,882) 49-22-4						
Shields Daily News		DE	1d.	V 2¼ 21½	5/–	3/–

NOTTINGHAMSHIRE—

Mansfield (44,418) 4-40-52						
Mansfield & North Notts Advertiser.		W	1½d.	6 2½ 24	2/–	1/6
Mansfield Reporter		W	1½d.	7 2½ 22	2/–	1/6
Newark (16,957) 7-41-4						
Newark Advertiser		W	1½d.	7 2½ 22	3/–	2/–
Newark Herald		W	1½d.	7 2½ 22	2/6	1/6
Nottingham (262,658) 64-28-4-7-50						
Nottingham Evening News		DE	1d.	7 2¼ 22½	12/–	10/–
Nottingham Evening Post		DE	1d.	V 2½ 22¼	15/–	..
Nottingham Guardian		DM	1d.	V 2½ 22¼	12/–	..
Nottingham Journal		DM	1d.	7 2¼ 22½	12/–	10/–
Nottinghamshire Guardian		W	1d.	V 2½ 22¼	10/–	..
South Notts Echo (Series)		W	1½d.	V 2¼ V	4/–	3/–
Retford (13,600) 57-7-21-18						
Retford Herald		W	1d.	V 2⅜ 17¾	2/6	1/–
Retford, Worksop, etc., Times		W	2d.	6 2½ 22	3/–	2/3
Sutton in Ashfield (23,852) 4-28						
Notts Free Press	8,000nsg(p)	W	2d.	7 2¼ 24	2/–	1/6
Worksop (23,198) 35-1-59-15						
Worksop and Retford Guardian	nsg	W	2d.	6 2½ 22	3/–	2/6

OXFORDSHIRE—

Banbury (13,347) 1-7-68						
Banbury Advertiser	4,000nsg(p)	W	1½d.	7 2¼ 20½	5/–	1/9
Banbury Guardian		W	2d.	7 2¾ 22½	5/–	2/–
Bicester (2,918) 1-68						
Bicester Advertiser		W	2d.	6 2½ 20	2/–	1/4
Chipping Norton (3,522) 1-43						
Oxon Weekly News	1,045nsg	W	1d.	5 2½ 18	2/6	1/3
Oxford (57,052) 1-56-71						
Oxford Chronicle Illustrated		W	2d.	5 2¼ 19	7/–	3/6
Oxford Journal Illustrated	2,793nsg	W	2d.	4 2½ 15	3/–	2/3
Oxford Times	20,333nsg	W	2d.	7 2½ 24	7/6	5/–
Witney (3,364) 1-30-28						
Witney Gazette		W	1d.	6 2½ 20	3/–	1/6

RUTLAND—

Oakham (3,327) 1-75						
Oakham and Uppingham Journal		W	2d.	V 2¼ 23½	5/–	2/–

SHROPSHIRE—

Ludlow (5,677) 1						
Ludlow Advertiser (Series)		W	1d.	7 2¼ 22½	2/6	1/6
Newport (3,056) 1-74						
Newport & Market Drayton Adver.		W	2d.	8 2 24	3/6	2/–
Oswestry (9,790) 1-35-3						
Border Counties Advertiser		W	2d.	7 2¼ 21½	6/6	4/6
Shrewsbury (31,013) 7-56-1						
Shrewsbury Chronicle		W	2d.	8 2⅛ 24	7/6	3/6
Wellington (8,148) 4-40-1						
Wellington Jnl. & Shrewsbury News	44,114nsg	W	1½d.	8 2⅛ 21½	12/–	8/–
Whitchurch (3,029) 1						
Whitchurch Herald		W	1d.	7 2¾ 21½	5/–	2/6

SOMERSETSHIRE—

Bath (68,648) 53-12-43-51						
Bath Daily Chronicle		DE	1d.	V 2½ 24	10/–	4/–
Bath Herald		DE	1d.	V 2⅛ 24	6/–	3/–
Bath Weekly Chronicle		W	2d.	4 2½ 15	10/–	4/–
Weekly Herald		W	2d.	5 2⅛ 17½	6/–	3/–

(*Continued on page* 168)

Follow the Crowd!

79% of all the newspapers published in the United States are EVENING Newspapers. They have 64% of ALL the circulation.

There are 18 Morning Newspapers in Ohio and 107 EVENING newspapers! Only 10 Ohio newpapers are NOT A. B. C. audited.

There are 4 daily newspapers in Cincinnati—2 morning, 2 EVENING! The EVENING newspapers are A.B.C. audited—the 2 morning newspapers are NOT!

The EVENING papers publish 72.7% of ALL the paid advertising.

THE EVENING PAPERS HAVE 71.3% OF ALL THE CIRCULATION!

and

The Cincinnati POST has the LARGEST Circulation of ANY newspaper in Cincinnati—MORNING, EVENING or SUNDAY!

FOLLOW THE CROWD!

to and thru

The Cincinnati POST

A Scripps Howard Newspaper

Represented Nationally by

ALLIED NEWSPAPERS, INC.

New York: 52 Vanderbilt Ave. Chicago: 5 North Wabash Ave.
Cleveland San Francisco Cincinnati

BRITISH NEWSPAPERS—(Continued from page 166)

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Chard (4,322) 1-64-74					
Chard News (Series)	.....	W	2d.	5 2½ 21¼	3/- 1/6
Glastonbury (4,326) 1-55-2					
Central Somerset Gazette	.....	W	1½d.	6 2½ 20	5/- 1/-
Langport (6,723) 1-28-58					
Langport and Somerton Herald	.....	W	2d.	7 2¼ 24½	3/- 1/9
Radstock (3,661) 4-1					
Somerset Guardian & Radstock Obsr.	.....	W	2d.	5 2¼ 17½	4/- 2/-
Shepton Mallet (4,294) 1-41-37					
Shepton Mallet Journal	.....	W	1d.	6 2½ 20	4/- ..
Taunton (23,219) 1-7-28-3					
Somerset County Express (Series)	.....	W	1d. 1½d.	7 2⅛ 22	3/- 1/9
Somerset County Gazette (Series)	22,909nsg	W	2d.	8 2½ 24	7/6 4/-
Somerset County Herald	.....	W	2d.	7 2½ 23¼	2/- 1/3
Wellington (7,221) 30-61-1					
Wellington Weekly News	.....	W	1½d.	6 2¼ 22	3/- 1/6
Wells (4,372) 1-12-36					
Wells Journal	3,090nsg(p)	W	1d.	6 2¾ 19½	3/- 2/-
Weston-super-Mare (31,653) 51-71					
Weston-super-Mare Gazette	.....	W	2d.	7 2¼ 21	5/- 2/6
Weston-super-Mare Mercury	.....	W	2d.	7 2½ 25	6/- 4/-
Williton (5,371) 1-3-12-51					
West Somerset Free Press	5,680nsg	W	2d.	7 2½ 23	3/- 1/9
Yeovil (14,987) 28-7-41					
Western Chronicle	.....	W	2d.	5 2⅜ 17	3/6 2/3
Western Gazette	52,580nsg(p)	W	2d.	8 2½ 23¼	7/6 6/-

STAFFORDSHIRE—

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Brierly Hill (12,484) 4-15-40-3					
County Advertisers	.....	W	1½d.	7 2½ 20½	5/- 1/9
Burton (48,927) 41-4-40-7					
Burton Chronicle	.....	W	2d.	7 2¼ 22	4/6 3/-
Burton Daily Mail	.....	DE	1d.	7 2⅜ 24	7/6 5/-
Burton Evening Gazette	.....	DE	1d.	7 2¼ 22	3/- 2/-
Burton Observer	.....	W	2d.	5 2⅜ 16¼	5/- 3/6
Cannock (32,321) 4-1-70					
Cannock Advertiser	.....	W	1d.	9 2⅛ 24½	2/6 2/-
Cannock Chase Courier	.....	W	1d.	6 2½ 20	2/6 1/6
Hanley (Stoke-on-Trent 240,440) 4-65-40					
Staffordshire Daily Sentinel	64,921nsg	DE	1d.	7 2⅜ 23	7/6 ..
Staffordshire Weekly Sentinel	30,504nsg	W	2d.	7 2⅜ 23	4/6 3/-
Leek (17,213) 37-1					
Leek Times	.....	W	1½d.	6 2½ 21	5/- 1/6
Lichfield (8,394) 41-7-36-40					
Lichfield Mercury	.....	W	2d.	7 2¼ 22	3/6 2/6
Stafford (28,632) 2-7-1					
Staffordshire Advertiser	.....	W	2d.	8 2⅛ 23	6/- 4/-
Staffordshire Chronicle	.....	W	1½d.	8 2⅛ 23½	5/- 2/6
Tamworth (8,032) 4-1-12					
Tamworth Herald	6,478nsg(p)	W	2d.	6 2½ 20½	3/6 2/-
Uttoxeter (5,361) 74-41					
Uttoxeter Advertiser	.....	W	1½d.	7 2¼ 22	3/- 1/3
Walsall (96,964) 58-70-43-40-4-3					
Walsall Observer & S. Staff.Chron.	*18,264nsg	W	2d.	7 2⅜ 24	6/- 3/6
Wednesbury (30,407) 74-70-40					
Midland Advertiser	.....	W	1d.	6 2½ 22¼	4/- 1/3
West Bromwich (73,761) 4-40-70					
Midland Chronicle	.....	W	1d.	7 2⅜ 22½	4/- 1/6
West Bromwich Free Press	.....	W	1d.	6 2½ 21	5/- 1/3
Wolverhampton (102,373) 40-19-56					
Midland Counties Express	.....	W	1d.	7 2⅜ 24	6/- 7/-
Wolverhampton Chronicle	.....	W	1d.	7 2⅜ 24	6/- 2/-
Wolverhampton Express and Star	.....	DE	1d.	7 2⅜ 24	9/- ..

SUFFOLK—

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Beccles (7,077) 1-7-32					
East Suffolk Gazette	.....	W	2d.	6 2½ 20½	4/6 1/6
Bury (15,941) 7-1-59					
Bury Free Press	9,200nsg(p)	W	2d.	6 2¼ 22	5/- 3/3
Bury and Norwich Post (Series)	.....	W	2d.	8 2¼ 22½	4/- 2/-
Ipswich (79,383) 1-7-13-43-50					
East Anglian Daily Times	.....	DM	1½d.	V 2½ 25	14/- 8/-
Ipswich Evening Star	.....	DE	1d.	V 2½ 25	10/- 6/-
Suffolk Chronicle and Mercury	27,000nsg(p)	W	2d.	V 2½ 25	12/- 8/-
Stowmarket (4,245) 1-14-55					
Stowmarket Courier	.....	W	2d.	.....	.... ..
Sudbury (7,046) 1-37-3-14					
Suffolk, etc., Free Press	.....	W	2d.	7 2¼ 22	4/- 2/3

SURREY—

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Chertsey (15,123) 1-7-32-63-68					
Surrey Herald	.....	W	1d.	8 2⅛ 22½	4/- 2/3
Croydon (190,877) 71-7					
Croydon Advertiser	+26,000nsg	W	2d.	7 2¼ 23½	7/6 6/-
Croydon Times	.....	3W	1d.	7 2¼ 21	5/- 2/6
Farnham (12,133) 71-1					
Farnham Haslemere & Hindh'd Her.	6,995nsg(p)	W	2d	8 2¼ 23¼	4/6 2/3
Surrey and Hants News	.....	W	1d.	7 2¼ 18¾	3/- 1/6
Guilford (24,927) 1-7-32					
Surrey Advertiser	18,701nsg	3W	½d. 1d. 2d.	V 2¼ 24½	6/- 4/-
Surrey Times	.....	2W	1½d.	8 2⅜ 23	4/- 2/6
Surrey Weekly Press	.....	W	1½d.	7 2½ 20	3/- 2/6
Kingston (39,484) 7-32-41-55-71					
Surrey Comet & S. Middlesex News	25,981nsg pw	2W	1d. 2d.	V 2⅜ 24	11/- 6/-
Redhill (28,915) 1					
Surrey Mirror (Series)	.....	W	2d.	8 2¼ 22½	9/- 6/-
Surbiton (19,536) 71					
Surbiton Times	.....	W	1d.	5 2¼ 16½	2/- 1/-
Sutton (21,065) 71					
Surrey County Herald (Series)	.. ..	W	2d.	8 2¼ 26	5/- 2/6
Sutton Advertiser (Series)	.....	W	1d.	7 2⅜ 23½	3/6 2/-
Wallington (16,308) 71-7					
Wallington Times	.....	W	1d.	7 2¼ 21	2/6 1/6
Woking (26,430) 36-68-32-57					
Woking Herald	.....	W	1d.	8 2⅛ 23	4/- 2/6
Woking News and Mail	.....	W	1½d.	8 2¼ 19¼	3/6 1/9

SUSSEX—

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Arundel (2,741) 1-36-8-55					
West Sussex Gazette	.....	W	2d.	7 2⅜ 24	12/6 7/-
Bexill (20,363) 51					
Bexhill Chronicle	.....	W	1½d.	5 2⅜ 18¼	2/6 1/9
Bexhill Observer	.....	W	1½d.	7 2⅜ 23½	3/- 2/-
Brighton (142,427) 51-71-1					
Brighton Gazette	.....	2W	2d.	7 2⅛ 20	5/- 3/-
Brighton Herald	18,750nsg(p)	W	2d.	6 2½ 22¼	4/- 3/-
Evening Argus	.....	DE	1d.	7 2⅛ 24	8/9 6/2
Southern Weekly News	.....	W	2d.	7 2⅜ 20	7/6 4/4½
Sussex Daily News	.....	DM	1½d.	7 2⅛ 22	8/9 6/2
Chichester (12,410) 1					
Chichester Observer (Series)	.....	W	1d.	6 2⅛ 18¼	6/- 3/-
Eastbourne (62,030) 51					
Eastbourne Gazette	.....	W	2d.	5 2⅛ 17	6/- 3/6
Hastings (66,496) 51					
Evening Argus	.....	DE	1d.	7 2⅛ 24	6/3 4/7½
Hastings, etc., Observer (Series)	31,300nsg(p)	W	2d.	V 2¼ V	12/- 7/6
Haywards Heath (5,090) 1-71					
Mid Sussex Times	5,000nsg(p)	W	2d.	7 2½ 24	6/- 2/9
Horsham (11,413) 1-59-7					
West Sussex County Times	.....	W	2d.	7 2¼ 23	2/3 1/3
Lewes (10,798) 1					
Sussex County Herald	.....	W	2d.	5 2⅛ 17	8/- 5/-
Sussex Express	.....	W	2d.	7 2⅜ 25¼	4/- 3/-
Littlechampton (11,286) 51					
Littlechampton Gazette	.....	W	1d.	8 2¼ 22	4/- 1/9
Worthing (35,224) 51-8					
Worthing Gazette	.....	W	2d.	8 2⅛ 22	5/- 2/6
Worthing Herald	.....	W	2d.	5 2⅛ 17	5/- 3/-

WARWICKSHIRE—

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Atherstone (20,849) 1-4-16					
Atherstone News	.....	W	1d.	6 2½ 20½	... ..
Birmingham (919,438) 70-7-56-23-5-41-54					
Birmingham Despatch	198,452nsg (combined)	DE	1d.	7 2¼ 22	25/- 17/6
Birmingham Gazette		DM	1d.	7 2¼ 22	25/- 17/6
Birmingham Mail	.....	DE	1d.	7 2½ 24	22/6 18/-
Birmingham News	.....	W	2d.	7 2⅛ 20	5/- 4/6
Birmingham Post	.....	DM	1d.	7 2½ 24	12/6 10/-
Birmingham Weekly Post	.....	W	1d.	5 2¼ 16	10/- 7/-
Midland Counties Herald	.....	W	1d.	7 2½ 25	6/- 5/-
Sunday Mercury and News	.....	W	2d.	7 2¼ 22	30/- 20/-
Coleshill (5,815) 1-4					
Coleshill Chronicle	.....	W	1d.	7 2¼ 22½	2/6 1/-
Coventry (128,205) 5-56-7-23-61					
Coventry Herald	.....	2W	2d.	6 2⅛ 21¼	5/- 2/-
Coventry Standard	.....	2W	2d.	7 2¼ 23	5/- 3/-
Midland Daily Telegraph	26,661nsg	DE	1d.	V 2½ 21¼	5/- ..
Kenilworth (6,752) 3-36-58					
Kenilworth Advertiser	.....	W	1d.	7 2¼ 23	.... ..
Leamington Spa (28,946) 1-41-51-71					
Leamington Chronicle	.....	W	1d	7 2¼ 21	4/- 3/6
Leamington Morning News	.....	DM	½d.	6 2¼ 18	2/- 1/6
Leamington Spa Courier	.....	W	1½d.	7 2½ 23	4/- 2/-
Nuneaton (41,894) 4-53-43-7					
Midland Counties Tribune (Series)	.....	W	1d.	7 2¼ 24	5/- ..
Midland Daily Tribune	.....	DE	1d.	5 2¼ 16	4/- ..
Nuneaton Chron. & Mid. Farmers' Gaz.	.....	W	1d.	7 2½ 23	5/- ..
Nuneaton Observer (Series)	10,700nsg pw	2W	1d.	5 2¼ 16	6/- 3/-
Rugby (25,098) 23-7-21					
Rugby Advertiser (Series)	+15,000 nsg(p)pw	2W	1d. 2d.	7 2⅜ 25	4/- 2/3
Rugby Observer	.....	W	2d.	5 2¼ 21	4/- 2/-
Stratford-on-Avon (9,391) 41-1-69					
Stratford-on-Avon Herald	.....	W	1½d.	7 2¼ 21	3/- 1/4
Warwick (12,862) 1-74-7					
Warwickshire Advertiser	.....	W	1½d.	6 2½ 20	5/- 1/9

WESTMORLAND—

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Ambleside (2,878) 1-51-71					
Lake District Herald	.....	W	2d.	8 2¼ 24	2/- 1/3
Kendal (14,149) 7-12-30-2-50-32					
Westmorland Gazette	.....	W	2d.	V 2½ 23½	6/- 2/-

WILTSHIRE—

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Devizes (6,022) 1-50-41					
Wiltshire Advertiser	.....	W	1d.	6 2½ 23	3/6 1/6
Wiltshire Gazette	.....	W	2d.	7 2½ 23	3/- 1/9
Wiltshire Telegraph	.....	W	1d.	7 2½ 23	2/- 9d.
Marlborough (4,192) 1					
Wiltshire, etc., County Paper	.....	W	2d.	7 2½ 23	5/- 1/6
Salisbury (22,867) 1-14-41-48-55-56-58					
Salisbury Times & S. Wilts Gazette	.....	W	2d.	8 2½ 24	3/- 1/6
Salisbury and Winchester Journal	.....	W	2d.	6 2⅜ 23	4/6 2/-
Swindon (54,920) 21-43-1					
North Wilts Herald	16,657nsg	W	2d.	8 2½ 25	7/6 5/-
Swindon Advertiser	.....	W	1½d.	7 2¼ 22½	7/6 5/-
Swindon Evening Advertiser	.....	DE	1d.	7 2¼ 22½	7/6 5/-
Trowbridge (12.133) 1-43-7					
Wiltshire News	.....	W	2d.	4 2½ 15	6/- 3/-
Wiltshire Times	.....	W	2d.	8 2¼ 22	5/- 2/6

WORCESTERSHIRE—

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Bromsgrove (9,449) 21-1-43					
Weekly Messenger	.....	W	2d.	6 2½ 20	4/- 1/4
Droitwich (4,588) 38-1					
Droitwich Guardian	.....	W	1d.	6 2½ 20	3/6 1/6
Dudley (55,908) 40-70-4					
Dudley Chronicle	.....	W	1d.	7 2½ 20½	5/- 1/9
Dudley Herald (Series)	.....	W	2d.	7 2⅜ 22	5/- 2/6
Evesham (8,685) 36-1					
Evesham Jnl. & Four Shires Adv'sr	.....	W	2d.	7 2¼ 22¼	6/- 3/-
Evesham Standard	.....	W	2d.	8 2¼ 23½	5/- 1/6
Kidderminster (27,122) 42-1-52					
Kidderminster Shuttle	.....	W	2d.	6 2½ 22½	5/- 3/-
Kidderminster Times	.....	W	2d.	7 2¼ 24½	10/- 4/-
Malvern (17,809) 51					
Malvern Gazette	.....	W	2d.	8 2¼ 23	6/- 3/-
Malvern News	.....	W	2d.	8 2¼ 23½	5/- 1/6
Oldbury (36,908) 69-21-40					
Oldbury Weekly News	.....	W	1½d.	7 2⅛ 20	4/- 1/3
Redditch (16,235) 34-5-56-1					
Redditch Indicator (Series)	5,609nsg	W	2d.	6 2½ 21	4/2 1/-
Stourbridge (18,023) 3-15-40-58-71-46					
County Exp. for Worcs. & Staf. (S)	+14,000nsg	W	2d.	7 2⅜ 23½	6/- 4/-
Worcester (48,848) 7-65-55-1					
Berrows' Worcester Journal	.....	W	2d.	9 2¼ 23½	6/- 2/6
Worcester Chronicle	.....	W	1½d.	7 2¼ 20	6/- 2/6
Worcester Daily Times	.....	DE	1d.	8 2¼ V	5/- 1/9

(Continued on page 170)

RHODE ISLAND

Has always been particularly productive for national advertisers because of the concentration of its population.

PAWTUCKET

cannot be overlooked by any advertiser who is covering Rhode Island, because the wage earners of the

140,000

population in this trading territory are steadily employed at high wages.

The Pawtucket Times

blankets this rich section which includes the cities of Pawtucket and Central Falls and the towns of Cumberland and Lincoln in Rhode Island and the city of Attleboro and the towns of North Attleboro, Plainville and Wrentham in Massachusetts.

Net Paid 25,247 Circulation

AVERAGE FOR DECEMBER

IF PROOF IS NEEDED

of the value of **The Pawtucket Times** and that, in the opinion of the advertisers who are in the field and know conditions, it covers the trading territory to the exclusion of all other evening newspapers, consider these facts:

Every Providence department store uses **The Pawtucket Times** regularly.

Each of the **13 Largest Providence Furniture Stores** uses **The Pawtucket Times,** most of them with full copy.

The **18 Largest Providence Specialty Shop Advertisers** all use **The Pawtucket Times** regularly.

Only one of the four Providence daily newspapers carries more lineage from Providence retail display advertisers than **The Pawtucket Times.**

The Pawtucket Times—Pawtucket, R. I.

Special Representatives: GILMAN, NICOLL & RUTHMAN

342 Madison Ave. New York — **Union Trust Building** Chicago — **Monadnock Bldg.** San Francisco — **1024 Tremont Bldg.** Boston

BRITISH NEWSPAPERS—(Continued from page 168)

ENGLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Worcester Echo		DE	1d.	7 2¼ 20	5/-	1/9
Worcester Herald		W	2d.	7 2¼ 20	6/-	2/6
Worcestershire Advertiser		W	2d.	7 2¼ 24½	10/-	4/-
Worcestershire Standard		W	2d.	8 2¼ 23½	5/-	1/6
YORKSHIRE—						
Armley (20,000) 40-43-4						
Armley and Wortley News		W	2d.	6 2¼ 18½	4/-	2/-
Barnsley (53,670) 35-15-39						
Barnsley Chronicle		W	2d.	8 2½ 25	5/-	4/-
Barnsley Independent		W	2d.	6 2½ 23	3/6	2/9
Beverley (13,469) 1-58						
Beverley Guardian (Series)		W	1½d.	6 2¼ 22	3/-	1/6
Bradford (285,979) 30-69-55-61						
Bradford Argus		DE	1d.	5 2¼ 19	9/-	6/-
Bradford Daily Telegraph	61,000nsg	DE	1d.	7 2¼ 22	10/-	7/-
Yorkshire Observer		DM	2d.	7 2¼ 22½	13/-	10/6
Yorkshire Observer Budget and Bradford Weekly Telegraph		W	2d.	7 2¼ 22½	7/6	5/-
Bridlington (22,768) 51-1-22						
Bridlington Chronicle		W	1½d.	6 2½ 22½	....	..
Bridlington Free Press		2W	1d. 2d.	V 2¼ 22	5/-	2/6
Brighouse (20,277) 37-52-30						
Brighouse Echo (Series)		W	2d.	6 2½ 21	3/-	2/-
Cleckheaton (14,000) 18-58-74						
Cleckheaton & Spenborough Guard'n	+8,000nsg	W	2d.	7 2¼ 20	5/-	3/-
Dewesbury (64,165) 30-43						
Dewsbury News (Series)		W	2d.	7 2¼ 23	4/-	..
Dewsbury Reporter (Series)		W	2d.	8 2½ 22½	4/6	3/-
Doncaster (54,052) 4-7-21						
Doncaster Chronicle		W	1d.	7 2⅜ 23	4/-	2/3
Doncaster Gazette	17,371nsg	W	2d.	8 2¼ V	5/-	3/-
Driffield (5,674) 73-13-7-1						
Drjffield Times		2W	2d.	.....	....	2/-
Goole (19,118) 49-7-12-76-1-73						
Goole Journals & Goole Times (Ser)		3W	1d. 2d.	7 2⅜ 18/22	7/-	3/-
Goole Times (Series)		W	2d.	7 2⅜ 20/22	5/-	2/-
Halifax (100,700) 61-7-52-42-53-11						
Halifax Courier and Guardian		W	2d.	V 2¼ 22½	10/-	..
Halifax Daily Courier & Guardian		DE	1d.	V 2¼ 22½	10/-	..
Harrogate (38,938) 51-71						
Harrogate Advertiser		W	2d.	10 2 22½	3/-	1/6
Harrogate Herald (Series)		W	2d.	8 2 22½	6/-	3/-
Hebden Bridge (6,459) 43-1-55						
Hebden Bridge Times		W	2d.	7 2⅛ 20	3/-	1/-
Heckmondwike (9,008) 61-30-40-7						
Heckmondwike Herald (Series)		W	2d.	7 2⅜ V	4/-	2/3
Holmfirth (10,444) 30						
Holmfirth Express		W	2d.	6 2½ 20½	3/6	1/6
Huddersfield (110,120) 61-7-69						
Huddersfield Daily Examiner		DE	1d.	8 2½ 23	5/-	3/-
Huddersfield Examiner		W	2d.	8 2½ 23	8/-	4/6
Hull (287,013) 22-13-41-73						
Hull Daily Mail	62,740nsg	DE	1d.	V 2¼ 23	12/-	9/-
Hull Daily News	+40,000nsg	DE	1d.	7 2⅛ 21½	12/-	9/-
Hull Eastern Morning News		DM	1d.	7 2⅛ 21½	15/-	7/-
Hull News		W	1½d.	7 2⅛ 21½	12/-	7/-
Hull Times (Series)		W	2d.	V 2¼ 23	12/-	9/-
Ilkley (9,105) 51-71						
Ilkley Free Press and Gazette		W	2d.	7 2⅛ 23	3/-	1/6
Keighley (41,942) 61-30-7						
Keighley News	18,342nsg	W	2d.	7 2¼ 22½	6/-	3/-
Leeds (458,320) 43-30-7-58						
Leeds Mercury	80,084nsg	DM	1d.	5 2 16	15/-	12/-
Yorkshire Evening News	+130,000nsg	DE	1d.	V 2¼ 23	27/-	18/-
Yorkshire Evening Post		DE	1d.	V 2⅜ 22	27/-	21/-
Yorkshire Post		DM	2d.	V 2⅜ 22½	30/-	23/4
Yorkshire Weekly Post		W	2d.	4 2⅜ 16½	13/9	7/-
Malton (4,438) 1						
Malton Messenger		W	2d.	7 2½ 28	2/2	1/3
Mexborough (15,410) 4-40-15						
Mexborough Times (Series)		W	2d.	V 2¼ 22¾	8/-	5/-
Middlesbrough (131,103) 40-49-69						
North Eastern Daily Gazette		DE	1d.	7 2¼ 24	10/-	..
Northern Weekly Gazette		W	1d.	3 2⅝ 11	6/-	4/-
Northallerton (4,791) 1-70-41						
North Riding News (Series)		W	2d.	7 2¼ 22	6/-	2/6
Ossett (14,802) 30-4-21-40						
Ossett Observer (Series)		W	2d.	7 2¼ 21½	4/-	1/9
Otley (9,536) 32-74-58						
Wharfedale & Airedale Observer		W	2d.	7 2⅛ 23	4/-	2/6
Pudsey (14,315) 30-2-58						
Pudsey News		W	2d.	7 2⅛ 20	2/6	1/9
Redcar (20,000) 51-40-49-7-22						
Cleveland Standard (Series)		W	1d.	6 2½ 20	6/-	3/6
Rotherham (68,045) 4-40-70-74						
Rotherham Advertiser (Series)		W	2d.	V 2¼ 24¼	9/-	3/6
Rotherham Express (Series)		W	2d.	V 2¼ 24	8/-	5/-
Scarborough (46,192) 1-13-22-43-51						
Scarborough Ev. News & Daily Post		DE	1d.	V 2¼ 22	6/-	3/-
Scarborough Mercury		W	2d.	V 2¼ 22	6/-	2/6
Scarborough Standard		W	2d.	4 2¼ 15½	5/-	2/6
Scarborough Post & Weekly Pictor'l		W	1½d.	4 2¼ 16	5/-	2/6
Selby (9,990) 49-1-73-13						
Selby Express (Series)		W	2d.	7 2⅜ 22	5/-	2/-
Selby Times		W	1½d.	7 2½ 24	3/-	1/6
Sheffield (490,724) 7-4-19-40-70-56						
Sheffield Daily Telegraph	59,159nsg	DM	1d.	V 2⅜ 23	15/-	..
Sheffield Independent	87,818nsg	DM	1d.	7 2¼ 22	15/-	..
Sheffield Mail		DE	1d.	7 2¼ 19¼	7/6	..
Yorkshire Telegraph and Star	176,325nsg	DE	1d.	V 2⅜ 23	20/-	..
Shipley (28,289) 61-74						
Shipley Times and Express		W	2d.	7 2⅛ 23	3/-	1/6
Skipton (12,013) 52-1						
Craven Herald	9,400nsg(p)	W	2d.	8 2½ 26	4/-	2/-
West Yorkshire Pioneer		W	2d.	7 2¼ 23	3/-	1/6
Slaithwaite (5,444) 30-52						
Colne Valley Guardian		W	1½d.	7 2¼ 18	3/6	2/8
Stanningley (15,000) 40-74-43						
Pudsey Advertiser		W	2d.	6 2¼ 18½	3/-	1/7
Wakefield (52,892) 7-4-30-61						
Wakefield Express (Series)	32,650nsg	W	2d.	V 2⅛ 24½	7/6	5/-
Wetherby (14,626) 41-1-35						
Wetherby News (Series)		W	1½d.	7 2¼ 22	3/-	1/-
Whitby (12,512) 51-49-22-40-1						
Whitby Gazette		W	2d.	7 2⅜ 22	6/-	3/6
York (84,052) 21-7-11-1-48						
Yorkshire Evening Press		DE	1d.	8 2¼ 23	12/6	7/8
Yorkshire Gazette		W	2d.	7 2¼ 21½	7/6	5/-
Yorkshire Herald		DM	1½d.	7 2¼ 23	12/6	7/6
Yorkshire Weekly Herald		W	2½d.	8 2¼ 23	12/6	7/8

SCOTLAND

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
ABERDEENSHIRE—						
Aberdeen (147,630) 22-29-49-7						
Aberdeen Evening Express		DE	1d.	V 2¼ 23	12/6	9/-
Aberdeen Press and Journal		DM	1½d.	V 2¼ 23	12/6	9/-
Aberdeen Weekly Journal		W	1d.	7 2¼ 23	6/-	3/-
Fraserburgh (10,514) 22-1						
Fraserburgh Herald		W	1d.	6 2½ 20	2/-	1/-
Peterhead (13,126) 22-29-30						
Buchan Observer		W	2d.	7 2⅛ 21½	3/-	1/8
ARGYLLSHIRE—						
Campbeltown (6,757) 49-6-22						
Campbeltown Courier	3,000nsg(p)	W	2d.	6 2½ 23	3/-	1/-
Dunoon (14,735) 51-1						
Dunoon Herald		W	1½d.	7 2⅛ 23½	2/6	1/-
Dunoon Observer & Argyllsh. Stand.		W	1½d.	6 2½ 21	3/6	1/9
Lochgilphead (939) 1-22						
Argyllshire Advertiser		W	1d.	5 2⅛ V	2/6	1/-
Oban (6,344) 51						
Oban Times		W	2d.	8 2½ 25½	3/-	..
AYRSHIRE—						
Androssan (7,214) 49-7-1						
Ardrossan Herald (Series)	10,145nsg(p)	W	2d.	8 2⅜ 23	4/-	2/-
Ayr (35,741) 61-1-58						
Ayr Advertiser		W	2d.	7 2¼ 24½	4/-	2/-
Ayr Observer		W	1d.	.....	4/-	2/-
Cumnock (3,541) 35-1						
Cumnock Chronicle		W	1½d.	6 2⅜ 20½	2/6	1/8
Kilmarnock (35,756) 7-42-1						
Kilmarnock Herald		W	1d.	7 2½ 22¼	2/6	1/8
Kilmarnock Standard	18,182nsg	W	2d.	7 2½ 24	3/-	2/6
BANFFSHIRE—						
Banff (3,517) 1-22-17						
Banffshire Journal		W	2d.	7 2⅜ 22¾	3/6	2/-
Buckie (8,690) 22-49-6-1						
Banffshire Advertiser		W	2d.	6 2½ 20½	2/-	9d.
Keith (4,270) 30-1						
Banffshire Herald		W	1½d.	5 2½ 18	3/-	2/-
BERWICKSHIRE—						
Duns (2,818) 1-43-12-7						
Berwickshire Advertiser		W	1½d.	6 2½ 20	2/6	1/8
Berwickshire News	5,067nsg	2W	2d.	6 2½ 19½	5/-	1/9
CAITHNESS-SHIRE—						
Thurso (4,278) 1-22-29						
Caithness Courier		W	1d.	6 2½ 21½	1/-	6d.
Wick (8,115) 1-22						
John o' Groat Journal	5,700nsg(p)	W	2d.	7 2⅛ 22½	2/6	1/8
CLACKMANNANSHIRE—						
Alloa (12,421) 49-30-41-6						
Alloa Journal	3,500nsg(p)	W	1½d.	7 2½ 22	3/-	1/9
Tillicoultry (3,100) 30-43-4						
Devon Valley Tribune		W	1d.	4 2¼ 15½	2/-	1/-
DUMBARTONSHIRE—						
Dumbarton (22,933) 49-7						
Lennox Herald		W	2d.	6 2½ 21	3/-	1/-
Helensburgh (9,701) 55-51						
Helensburgh and Gareloch Times	2,500nsg(p)	W	2d.	7 2¼ 22½	2/6	1/8
Kirkintilloch (11,690) 40-4-7						
Kirkintilloch Herald (Series)		W	1½d.	5 2½ 20½	3/-	2/-
DUMFRIESSHIRE—						
Annan (3,298) 1-7-13-22						
Annandale Observer		W	2d.	7 2¼ 20	3/-	1/9
Dumfries (19,012) 1-43-28-56						
Dumfries Courier and Herald		2W	2d.	7 2¼ 20	3/-	2/-
Dumfries and Galloway Standard	26,369nsg pw	2W	2d.	7 2¼ V	3/6	2/8
Lockerbie (2,344) 1						
Annandale Herald		W	1½d.	7 2¼ 22	2/6	1/9
EDINBURGHSHIRE—						
Edinburgh (420,281) 32-41-57-7						
Edinburgh Evening Despatch		DE	1d.	V 2½ 25	15/-	13/8
Edinburgh Evening News	97,522nsg(p)	DE	1d.	V 2¼ 22	13/-	..
Edinburgh Scotsman		DM	2d.	V 2½ 25	25/-	22/-
Edinburgh Weekly Scotsman		W	2d.	V 2½ 25	15/-	12/9
Portobello (16,000) 4-12-15-65						
Mid-Lothian Journal (Series)		W	1d.	6 2½ 20½	2/6	1/9
West Calder (7,874) 4-55-1						
Midlothian Advertiser		W	1½d.	7 2½ 21	3/-	1/7
ELGIN—						
Elgin (7,776) 1-22-6-30						
Elgin Courant and Courier		W	2d.	6 2⅜ 22	4/-	1/9
North'n Scot & Moray & Nairn Exp.		W	2d.	7 2⅜ 23	4/-	1/9
Crantown-on-Spey (1,622) 1-51						
Strathspey Herald	1,700nsg(p)	W	1½d.	6 2½ 22¾	2/-	8d.
FIFESHIRE—						
Cowdenbeath (14,215)						
Cowdenbeath and Lochgelly Times.		W	1d.	5 2¼ 17¾	2/6	1/-

(Continued on page 172)

The new building of the San Francisco Chronicle, an entire block at Fifth and Mission Streets.

San Francisco Chronicle

Established 1865 by present publisher, M. H. de Young

Fifty-nine years under one management

San Francisco's Representative Newspaper

Reaching the largest and most substantial market west of Chicago

As important a factor in the San Francisco market as is the New York Times in New York City or the Chicago Tribune in Chicago.

Eastern Advertising Representatives:

WILLIAMS, LAWRENCE & CRESMER CO.

225 FIFTH AVENUE
NEW YORK

360 NO. MICHIGAN AVENUE
CHICAGO

ALTOONA
PENNSYLVANIA

Is a City Worth Considering When Planning For National Advertising

Altoona has a population of over 65,000 and a drawing population of 105,000. Over 90% of her citizens are American born. . . . . .

THE ALTOONA MIRROR

is the only evening paper, and the only A.B.C. newspaper in Altoona. Have you a message for these 105,000 citizens? You can reach 95% of them thru the columns of the ALTOONA MIRROR

The MIRROR PRINTING COMPANY, Publishers

Business direct.

BRITISH NEWSPAPERS—(Continued from page 170)

SCOTLAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Cupar (6,575) 1-39-58-7						
Fife Herald and Journal	.....	W	2d.	6 2⅜ 17	3/6	1/9
Fife News	.....	W	1½d.	6 2⅜ 17	3/6	1/9
Dunfermline (39,886) 39-76-4						
Dunfermline Express	2,200nsg(p)	W	1d.	6 2½ 19½	3/-	1/6
Dunfermline Journal	6,100nsg(p)	W	1d.	7 2½ 22½	3/6	2/-
Dunfermline Press	.....	W	2d.	V 2½ 24¾	3/6	2/-
Kirkcaldy (39,591) 39-40-65-63						
Fife Free Press	.....	W	2d.	7 2¼ 22	5/-	2/6
Fifeshire Advertiser	.....	W	2d.	7 2¼ 20	5/-	2/6
Leven (7,180) 35-39-40-22						
Leven Advertiser	.....	W	1d.	5 2½ 20	2/6	1/6
St. Andrews (9,336) 51						
St. Andrews Citizen	.....	W	2d.	6 2⅜ 17	3/6	1/9
FORFARSHIRE—						
Arbroath (19,499) 39-2-7						
Arbroath Guide	.....	W	2d.	8 2¼ 23	2/-	..
Arbroath Herald	.....	W	2d.	8 2⅛ 20	1/6	1/3
Brechin (8,781) 39-12-59-1						
Brechin Advertiser	.....	W	2d.	5 2½ 20	3/-	1/3
Broughty Ferry (11,080) 71-51						
Broughty Ferry Guide	.....	W	1d.	7 2¼ 23	1/-	9d.
Dundee (168,217) 17-49-7						
Dundee Advertiser	.....	DM	1d.	7 2⅛ 22	16/3	..
Dundee Courier	.....	DM	1d.	7 2⅛ 22	16/3	11/-
Dundee Evening Telegraph & Post	.....	DE	1d.	5 2⅛ 15¾	16/3	12/-
Dundee People's Journal (Series)	200,085nsg	W	2d.	5 2½ 15¾	40/-	35/-
Thomson's Weekly News (Series)	.....	W	2d	5 2⅛ 15¾	65/-	55/-
Forfar (9,585) 17-1						
Forfar Herald	.....	W	1d.	6 2¼ 20	2/6	1/6
Forfar Review	.....	W	1d.	6 2½ 21	....	..
Montrose (10,979) 49-39-22						
Montrose Review	.....	W	2d.	6 2⅜ 21½	3/-	1/3
Montrose Standard	.....	W	2d.	6 2½ 21¾	3/-	1/6
HADDINGTONSHIRE—						
Haddington (4,053) 1-4-52						
Haddington Advertiser	.....	W	1d.	7 2¼ 22	2/6	1/3
Haddingtonshire Courier	.....	W	2d.	8 2¼ 27	3/-	1/9
INVERNESS-SHIRE—						
Inverness (20,937) 1-21-49-30						
Highland Times	.....	W	1d.	6 2¼ 20	3/-	1/6
Inverness Citizen	.....	W	1d.	6 2½ 20	4/6	1/6
Inverness Courier	.....	2W	2d.	V 2½ 21	4/-	2/3
Northern Chronicle	.....	W	2d.	6 2½ 23	4/-	2/3
ISLE OF BUTE—						
Rothesay (15,218) 1-22-51						
Buteman	.....	W	1½d.	6 2¼ 19½	2/6	1/4
Rothesay Express	.....	W	1d.	V 2⅛ 20	2/6	9d.
KINCARDINESHIRE—						
Laurencekirk (1,461) 1						
Kincardineshire Observer	.....	W	1d.	6 2½ 21	4/-	1/6
Stonehaven (4,856) 1-22-58-30						
Mearns Leader	.....	W	1d.	6 2½ 21	3/-	1/6
KIRKCUDBRIGHTSHIRE—						
Castle Douglas (2,801) 1-7-29-56-75						
Kirkcudbrightshire Advertiser	.....	W	2d.	5 2¼ 18	3/6	1/9
Dalbeattie (2,998) 29-28-12						
Stewartry Observer	.....	W	1d.	5 2⅝ 21	2/6	1/6
KINROSS-SHIRE—						
Kinross (2,631) 1-30-39-71						
Kinross-shire Advertiser	.....	W	1½d.	7 2¼ 24	1/6	8d.
LANARKSHIRE—						
Airdrie (25,092) 4-7-40						
Airdrie and Coatbridge Advertiser	.....	W	2d.	7 2½ 25	6/-	2/3
Cambuslang (26,130) 4-40-77						
Cambuslang Advertiser	.....	W	1d.	6 2½ 20	3/-	2/-
Carluke (10,178) 35-8-2						
Carluke and Lanark Gazette	.....	W	1d.	7 2½ 22	3/-	1/6
Coatbridge (43,287) 40-1						
Coatbridge Express	.....	W	1d.	7 2½ 25	6/-	2/3
Glasgow (1,034,069) 7-49-40-4						
Daily Record and Mail	204,913nsg	DM	1d.	5 2 1/16 16	20/-	..
Glasgow Bulletin	.....	DM	1d.	5 2¼ 13¼	10/-	..
Glasgow Citizen	.....	DE	1d.	V 2¼ 23	12/-	10/-
Glasgow Evening News	.....	DE	1d.	7 2¼ 22	14/-	..
Glasgow Evening Times	272,107nsg	DE	1d.	7 2¼ 24½	18/-	..
Glasgow Herald	.....	DM	2d.	8 2¼ 24½	25/-	22/-
Glasgow Weekly Herald	.....	W	2d.	5 2¼ 16½	10/-	7/6
Weekly Record	215,944nsg	W	2d.	5 2 1/16 16	20/-	..
The Sunday Mail	226,206nsg	W	2d.	5 2 1/16 16	20/-	..
The Sunday Post	nsg	W	2d.	5 2⅛ 15½	50/-	42/6
Topical Times	.....	W	2d.	3 2⅜ 10	45/-	40/-
Hamilton (39,420) 35-40-7-1						
Hamilton Advertiser	27,000nsg	W	2d.	8 2¼ 24½	7/6	5/-
Lanarkshire	.....	2W	1d.	8 2⅜ 22½	4/-	1/9
Motherwell (41,080) 40-35-7-74						
Motherwell Times	.....	W	1½d.	6 2¼ 20	2/6	1/9
Wishaw (25,000) 40-4-7-1						
Wishaw Herald	.....	W	1d.	7 2½ 24	2/6	..
Wishaw Press and Advertiser	.....	W	1d.	6 2¼ 19½	2/6	1/-
LINLITHGOWSHIRE—						
Bathgate (8,504) 40-4-28						
West Lothian Courier	8,500nsg	W	2d.	7 2¼ 22½	3/4	2/-
Bo'ness (10,162) 35-1-40						
Bo'ness Journal	.....	W	1½d.	7 2 21	2/6	1/3
Linlithgow (3,880) 58-55						
Linlithgowshire Gazette	.....	W	1½d.	7 2¼ 24½	2/6	1/6

(Continued on page 173)

BRITISH NEWSPAPERS—(Continued from page 172)

SCOTLAND—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
NAIRN—						
Nairn (4,474) 1-22						
Nairnshire Telegraph	.....	W	1½d.	7 2½ 21½	2/6	1/-
ORKNEYS—						
Kirkwall (3,697) 1-22						
The Orcadian	5,172nsg	W	1½d.	V 2 V	2/6	1/9
Orkney Herald	.....	W	1½d.	5 2½ 20	3/-	1/6
PEEBLES-SHIRE—						
Peebles (5,537) 43-61-1						
Peebles News	.....	W	1d.	7 2⅜ 20	3/-	1/-
Peebles-shire Advertiser	.....	W	1½d.	7 2½ 24	3/-	1/-
PERTHSHIRE—						
Alyth (1,710) 17-39-30						
Alyth Gazette	.....	W	½d.	4 2½ 18	1/-	7d.
Alyth Guardian and Advertiser	.....	W	1d.	6 2¼ 20	1/-	7d.
Blairgowrie (3,072) 8-39-17						
Blairgowrie Advertiser	.....	W	1d.	6 2¼ 19	1/6	8d.
Bridge of Allan (3,200) 12-1						
Bridge of Allan Gazette	.....	W	1½d.	6 2¼ 22¼	3/-	1/-
Callander (1,874) 1-30						
Callander Advertiser	.....	W	1½d.	6 2¼ 22¼	3/-	1/-
Perth (33,208) 77-39-6-1						
Perthshire Advertiser	10,465nsg pw	2W	1d.	V 2¼ V	6/-	3/6
Perthshire Constitutional & Journal.	.....	2W	1d.	6 2¼ 19	4/-	2/-
Perthshire Courier	.....	W	1d.	6 2¼ 22	2/6	1/3
RENFREWSHIRE—						
Greenock (81,120) 49-7-47-73-20-30						
Greenock Herald	.....	W	1d.	7 2½ 22	....	1/-
Greenock Telegraph	.....	DE	1d.	7 2¼ 22	8/-	6/-
Paisley (84,837) 61-7-49						
Paisley Express	.....	DE	1d.	.....	....	..
Paisley and Renfrewshire Gazette	.....	W	1d.	8 2¼ 22½	4/-	2/-
Port Glasgow (21,022) 49-7-33						
Port Glasgow Express	.....	2W	1d.	V 2¼ 20	2/6	1/-
ROSS-SHIRE—						
Dingwall (2,323) 1-22-51						
North Star	.....	W	1d.	6 2½ 20	4/6	1/6
Northern Weekly	.....	W	1d.	.....	....	..
Ross-shire Journal	.....	W	1d.	4 2½ 21	3/-	2/-
ROXBURGHSHIRE—						
Hawick (16,353) 43-28-55						
Hawick Express and Advertiser	.....	W	1d.	.....	....	..
Jedburgh (2,426) 30-1						
Jedburgh Gazette	.....	W	1d.	6 2½ 19	2/6	1/3
Kelso (3,527) 1-71						
Kelso Chronicle	.....	W	2d.	7 2½ 22½	2/6	1/4
Kelso Mail	.....	W	1½d.	6 2½ 21	3/-	1/6
SELKIRK—						
Galashiels (12,946) 30-43-7						
Border Standard	.....	W	1½d.	5 2½ 18	2/6	1/6
Border Telegraph	.....	W	1½d.	7 2⅜ 20	2/6	1/6
Selkirk (5,775) 43-30-1						
Selkirk Advertiser	.....	W	Gratis	3 2¼ 12½	2/-	1/6
Southern Reporter	.....	W	2d.	7 2¼ 20¼	5/-	2/-
SHETLAND ISLES—						
Lerwick (4,792) 22-28-1						
Shetland News	.....	W	1d.	6 2½ 22½	1/3	10d.
The Shetland Times	4,162nsg(p)	W	1d.	7 2¼ 22	2/6	1/3
STIRLINGSHIRE—						
Falkirk (33,312) 40-1						
Falkirk Herald	.....	2W	1d. 2 d.	V 2¼ 24½	3/6	2/6
Stirling (21,345) 42-40-1						
Stirling Journal and Advertiser	.....	W	1½d.	7 2½ 24	3/-	1/3
Stirling Observer	.....	2W	1½d.	6 2¼ 22¼	3/-	1/3
SUTHERLAND						
Golspie (1,518) 1-22-30-3						
Northern Times	.....	W	2d.	V 2½ 21	3/-	1/6
WIGTOWNSHIRE—						
Newton Stewart (1,831) 1-30-35						
Galloway Gazette	.....	W	2d.	8 2½ 29½	2/6	1/9
Stranraer (6,138) 7-1-49-76						
Galloway Advertiser	.....	W	2d.	6 2¼ 19¾	3/-	2/-
IRELAND						
ANTRIM—						
Ballymena (12,000) 39-30-2						
Ballymena Observer	.....	W	2d.	7 2¼ 22	3/6	2/-
Belfast (414,000) 49-39-33-50						
Belfast News Letter	34,682nsg	DM	1d.	7 2½ 23	7/6	..
Belfast Northern Whig	.....	DM	1d.	7 2⅜ 22½	7/6	..
Belfast Telegraph	.....	DE	1½d.	V 2⅜ 24	12/6	..
Belfast Weekly News	.....	W	2d.	7 2½ 23	3/-	..
Belfast Weekly Northern Whig	.....	W	1d.	7 2⅜ 22½	5/-	..
Belfast Weekly Telegraph (Series)	.....	W	1½d.	7 2⅜ 24	9/-	6/6
Belfast Witness	.....	W	2d.	7 2⅜ 25	6/8	4/6
Irish News	.....	DM	2d.	7 2⅜ 23½	6/8	4/-
Irish Weekly	.....	W	2d.	7 2⅜ 23½	6/8	4/-
Lisburn (14,000) 39-61						
Lisburn Herald	.....	W	1½d.	7 2½ 22	2/-	1/-
ARMAGH—						
Armagh (9,000) 39-61-1-62-64-58						
Armagh Guardian	.....	W	1d.	8 2¼ 22	2/3	1/2
Ulster Gazette	.....	W	1d.	7 2½ 22½	2/3	1/-

(Continued on page 174)

George Ade says:—

"The college man is an amusing bird and Frank Alexander knows all about him!"

BILLY STIFF is a corking good feature that makes an engaging appeal to all classes of readers.

BILLY STIFF — **Whew! it's steaming hot!** — **By Alexander**

Write or wire for proofs and get a line on a circulation-builder!

THE ART CRAFTS GUILD, Inc., 510 N. Dearborn St. CHICAGO

R. H. NASON, Gen. Mgr.

BRITISH NEWSPAPERS—(Continued from page 173)

IRELAND—Continued

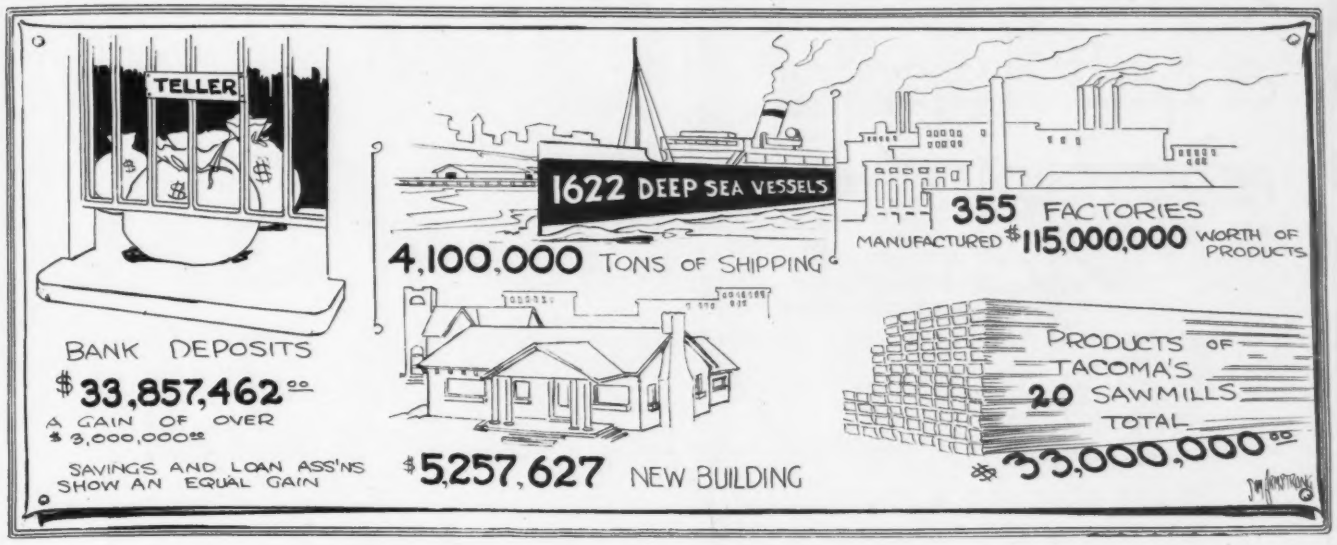
Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
Lurgan (14,000) 39-61						
Lurgan Mail	.....	W	1½d.	V 2¼ 20	3/-	1/3
Portadown (12,000) 39-61-8						
Portadown News	.....	W	1d.	6 2½ 20½	2/6	1/6
CARLOW—						
Carlow (12,000) 2-1						
Nationalist and Leinster Times	.....	W	2d.	8 2⅛ 22	5/-	2/3
CAVAN—						
Cavan (2,961) 1-36						
Cavan Anglo-Celt	.....	W	2d.	.....	...	..
CLARE—						
Ennis (5,460) 30-50-13						
Clare Champion	.....	W	1d.	V 2½ 24	...	..
Kilrush (4,095) 53,45,30						
Kilrush Herald	.....	W	2d.	5 2½ ..	1/6	..
CORK—						
Cork (102,009) 30-41-49-74						
Cork Constitution	.....	DM	1½d.	V 2¼ 23	9/-	4/-
Cork Evening Echo	.....	DE	1d.	9 2⅛ 22½	2/9	2/3
Cork Examiner	21,786nsg	DM	2d.	9 2⅛ 22½	5/6	4/6
Cork Weekly Examiner	.....	W	2d.	9 2⅛ 22½	6/-	4/6
Cork Weekly News	.....	W	1½d.	V 2¼ 23	7/-	3/-
DONEGAL—						
Ballyshannon (2,471) 39-1-13						
Donegal Vindicator	.....	W	1d.	6 2½ 20½	3/-	1/-
Letterkenny (2,500) 39-1						
Donegal Independent	.....	W	1d.	6 2½ 20½	3/-	1/-
DOWN—						
Banbridge (5,101) 39-1						
Banbridge Chronicle	.....	W	2d.	6 2⅛ 20½	3/-	1/9
Bangor (10,000) 1-71-39						
County Down Spectator	.....	W	2d.	7 2½ 23	3/-	1/9
North Down Herald	.....	W	1d.	8 2¼ 24	4/6	2/3
Newry (13,000) 1-55-39						
Frontier Sentinel (Series)	.....	W	2d.	7 2¼ 20½	3/-	1/-
Newry Reporter	.....	3W	1½d.	V 2½ 20	4/6	1/9
Newry Telegraph	.....	3W	1d.	5 2½ 20	3/-	1/6
DUBLIN—						
Dublin (371,936) 6-41-55						
Dublin Evening Herald	58,691nsg	DE	1½d.	V 2¼ 22	7/6	..
Dublin Evening Mail	.....	DE	1½d.	V 2¼ 22	10/-	6/-
Dublin Evening Telegraph	.....	DE	1½d.	7 2¼ 24	7/-	..
Freeman's Journal	.....	DM	2d.	V 2¼ 24	12/6	..
Irish Independent	113,866nsg	DM	2d.	V 2¼ 22	15/-	..
Irish Times	.....	DM	2d.	V 2⅜ 24	12/6	11/-
Irish Weekly Indpdt. – Sunday Ind.	78,658nsg	W	2d.	7 2¼ 22	10/-	..
Irish Weekly Mail	.....	W	1½d.	7 2⅜ 22	6/6	3/6
Weekly Freeman	.....	W	2d.	V 2¼ 24	10/-	..
Weekly Irish Times	.....	W	2d.	7 2⅜ 24	6/-	4/-
FERMANAGH—						
Enniskillen (5,570) 1-36						
Enniskillen Impartial Reporter	6,119nsg	W	2d.	7 2¼ 22	5/-	2/-
Feramnagh Times	.....	W	1½d.	6 2¼ 20	...	..
GALWAY—						
Ballinasloe (5,613) 1-53-13						
Western News	.....	W	1d.	.....	...	..
Galway (13,500) 30-28-22						
Connacht Tribune	9,042nsg	W	2d.	8 2⅛ 22½	4/6	2/3
Galway Express	.....	W	2d.	.....	...	..
Galway Observer	.....	W	1½d.	V 2½ 22	1/-	..
KERRY—						
Tralee (11,000) 13-55-30-1						
Kerry News	.....	3W	1½d.	7 2⅛ 21	3/-	1/3
Kerry Sentinel	.....	2W	1d.	.....	...	..
Kerry Weekly Reporter	.....	W	2d.	7 2⅛ 21	3/-	1/3
KILDARE—						
Naas (3,800) 1-13-42						
Kildare Observer	.....	W	2d.	5 2¼ 18½	...	..
Leinster Leader	.....	W	2d.	8 2¼ 22½	3/-	1/6
KILKENNY—						
Kilkenny (13,500) 40-30-63						
Kilkenny Journal	.....	2W	1½d.	.....	...	..
Kilkenny People	6,277nsg	W	3d.	7 2½ 23	2/6	1/3
The Moderator	.....	W	2d.	6 2½ 20½	2/6	1/-
KING'S COUNTY—						
Birr (4,500) 13-1-59						
King's County Chronicle	.....	W	2d.	7 2¼ 23	3/-	1/6
Tullamore (5,900) 30-6-1						
Offaly Independent	.....	W	3d.	V 2¼ 28	4/6	2/3
LEITRIM—						
Garrick (1,800) 1						
Leitrim Observer	.....	W	2d.	7 2½ 23	2/6	1/-
Mohill (1,415) 1						
Leitrim Advertiser	.....	W	2d.	6 2¼ 21	...	..
LIMERICK—						
Limerick (40,000) 55-13-1-58						
Limerick Chronicle	.....	3W	2d.	8 2½ 24	4/6	3/-
Limerick Leader	.....	3W	1d.	V 2¾ V	3/-	2/-
Munster News	.....	3W	2d.	8 2½ 24	2/6	1/6
LONDONDERRY—						
Coleraine (8,000) 39-61-1-40						
Coleraine Chronicle	.....	W	1d.	.....	3/6	1/6
Northern Constitution	12,955nsg(p)	W	2d.	7 2¼ 24½	3/9	2/9
Londonderry (50,000) 49-61-28-30						
Derry Journal	.....	3W	2d.	V 2½ 21½	4/-	1/3
Derry Standard	.....	3W	2d.	V 2½ V	4/-	1/3
Irish Telegraph	.....	DM	1½d.	7 2⅜ 24	5/-	..
Londonderry Sentinel	.....	3W	2d.	V 2½ 20½	4/-	1/3
LONGFORD—						
Longford (3,000) 1						
Longford Independent	.....	W	2d.	6 2½ 20	2/-	1/-
Longford Journal	.....	W	1d.	.....	...	..
LOUTH—						
Drogheda (12,425) 39-52-41-6						
Drogheda Advertiser	.....	2W	2d.	.....	...	..
Drogheda Argus	.....	W	1d.	.....	...	..
Dundalk (14,000) 6-52-7						
Dundalk Democrat	8,512nsg(p)	W	2d.	7 2¼ 20½	4/6	2/3
Dundalk Examiner	.....	W	2d.	5 2¾ 19	...	..
Dundalk Herald	.....	W	1d.	6 2½ 20½	3/-	1/3
MAYO—						
Ballina (4,440) 1-59-13						
Ballina Herald	.....	W	1d.	.....	...	..
Western People	.....	W	2d.	7 2½ 24	1/6	..
Castlebar (5,600) 1-36-59-74						
Connaught Telegraph	.....	W	2d.	7 2½ 23	2/6	1/-
Westport (4,000) 1-13						
Mayo News	.....	W	2d.	7 2¼ 22	4/6	2/-
MEATH—						
Kells (2,426) 1-39-6-41						
Meath Herald	.....	W	1d.	.....	...	..
Navan (5,000) 1-13-30-59						
Meath Chronicle	3,144nsg(p)	W	2d.	6 2½ 20	3/-	1/-
MONAGHAN—						
Monaghan (4,272) 1-64-28						
Northern Standard	.....	W	2d.	6 2½ 20½	3/-	1/6
QUEEN'S COUNTY—						
Maryborough (3,200) 13-1						
Leinster Express	.....	W	1d.	6 2½ 20	3/-	10d.
ROSCOMMON—						
Boyle (3,000) 1-13						
Roscommon Herald	.....	W	3d.	.....	...	..
Roscommon (2,000) 1-13						
Roscommon Journal	3,000nsg(p)	W	2d.	6 2½ 20	2/6	1/-
SLIGO—						
Sligo (8,780) 13-41-1						
Sligo Champion	.....	W	2d.	7 2½ 23	3/6	1/9
Sligo Independent	.....	W	1½d.	6 2⅜ 20½	2/6	1/-
TIPPERARY—						
Clonmel (10,000) 56-41-13						
The Nationalist	.....	2W	1½d.	V 2¼ 24	3/-	2/-
Nenagh (5,000) 1-61-13						
Nenagh Guardian	.....	W	2d.	7 2½ 25½	3/3	1/4½
Nenagh News	.....	W	2d.	7 2½ 26½	3/-	1/6
TYRONE—						
Cookstown (3,685) 1-39-61						
Mid Ulster Mail	.....	W	1½d.	7 2⅛ 23	3/-	1/6
Dungannon (4,000) 1-39-30-3						
Tyrone Courier & Dungannon News	.....	W	2d.	7 2⅛ 20½	3/-	1/9
Omagh (4,836) 13-1-74						
Tyrone Constitution	.....	W	2d.	7 2¼ 22	2/6	1/-
Strabane (5,035) 39-13-1						
Strabane News	.....	W	1d.	7 2¼ 22	2/-	9d.
WATERFORD—						
Waterford (28,000) 55-40-59						
Munster Express	.....	W	2d.	7 2½ 23	...	..
The Evening News	.....	DE	1d.	6 2¼ 21½	3/9	2/-
Waterford Standard	.....	2W	2d.	6 2½ 22	3/-	1/6
Waterford Star	.....	W	1d.	.....	...	..
Waterford Weekly News	.....	W	2d.	6 2½ 22	4/3	2/6
WESTMEATH—						
Athlone (9,000) 30-6-41						
Westmeath Independent	.....	W	2d.	8 2¼ 28	4/6	2/3
Mullingar (5,500) 1-30						
Midland Reporter	.....	2W	2d.	.....	...	..
Westmeath Examiner	.....	W	2d.	6 2¼ 22	4/6	2/3
Westmeath Guardian	.....	W	2d.	7 2¼ 22	2/-	1/-
WEXFORD—						
Enniscorthy (5,500) 13-41-30						
Enniscorthy Echo	.....	W	2d.	7 2⅜ 21	3/-	1/3
Wexford (17,000) 74-41-63						
Wexford Free Press	.....	W	2d.	7 2⅛ 22	3/-	1/3
Wexford People (Series)	21,345nsg pw	2W	1d. 2d.	8 2¼ 21	8/-	4/-
WICKLOW—						
Bray (7,000) 51						
Bray and South Dublin Herald	.....	W	2d.	5 2½ 17½	2/6	1/-
Wicklow 59-13-51						
Wicklow News Letter	.....	W	2d.	5 2½ 17½	3/-	1/6

WALES

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
BRECKNOCKSHIRE—						
Brecon (5,649) 1-4-31-59						
Brecon County Times	.....	W	1d.	7 2¼ 18½	3/6	..
Brecon and Radnor Express (Series)	.....	W	2d.	8 2⅛ 22	3/6	2/-

(Continued on page 176)

Tacoma's Growth In 1923



LUMBER CAPITAL OF THE WORLD

(96,965 population by 1920 census: present Federal estimate 109,376)

Is the center of a rich and prosperous trading territory of 280,000 consumers which is one of the five major markets of the Pacific Northwest. 160,000 people live in the city and immediate suburbs and the remainder in the thriving towns and cities in the eight counties, comprising Southwest Washington. The assessed valuation of these eight counties is $411,041,000; the number of improved farms, 11,073; value of farm property, $89,126,446; value of farm crops, $13,950,167.

Tacoma has 355 factories which manufactured in 1923 $115,000,000 worth of products. It makes more furniture than any other city in the United States, excepting only Grand Rapids. It has 20 saw mills which cut forty per cent of the lumber in the state of Washington in 1923, valued at $33,000,000 and employed 10,000 men. There are 22 wood working plants using lumber and 16 furniture plants. Tacoma has the largest door and veneer plant in the world, with a capacity of 7,500 doors per day and 100,000 feet of veneer. It has the largest box shook factory in the world, cutting 33,000,000 feet of lumber into boxes in 1923. Over 4,100,000 tons of shipping passed through its matchless harbor in 1923.

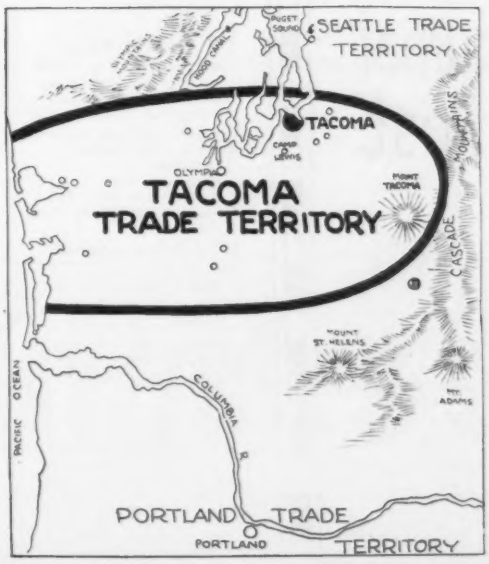
Flour mills, railroad repair shops, smelting and countless other manufactures, make up a steady pay roll that is the basis of the city's prosperity. This prosperous community is blanketed by the

TACOMA NEWS TRIBUNE

The ABC Audit for the year ending September 30, 1923 gives this figure for the News Tribune net paid daily average for six evenings a week:

32,643

Advertisers cannot cover this territory by using Seattle newspapers. In the city of Tacoma the Seattle morning paper sells only 867 copies on week day mornings. One Seattle evening paper has 486 copies on week day evenings while the other Seattle afternoon paper's circulation is even below this small figure.



In 1923 the total agate lineage of the Tacoma News Tribune (six evenings a week) was

8,138,424

TWICE THE CIRCULATION AND TWICE THE ADVERTISING VOLUME OF THE OTHER TACOMA EVENING NEWSPAPER

Tribune Publishing Company

Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois

R. J. Bidwell & Co., 742 Market St., San Francisco, Cal.

A million and a half lines of advertising—gained

The Kansas City Journal-Post's gain of 1,595,913 lines of paid advertising in 1923 over the year 1922 indicates the trend advertising is taking in Kansas City.

Reader recognition and appreciation of newspaper value has rewarded the Journal-Post's efforts to give Kansas City the most metropolitan type of newspaper it has ever known. The Journal-Post gives Kansas City its only Gravure, Magazine and Comic supplements (in colors).

A total of 688,781 Want Ads were printed in the Journal-Post in 1923.

The Kansas City Journal
The Kansas City Post

Morning	Evening	Sunday
*148,044	*165,334	202,079

*Net paid circulation—ABC Auditor's report for 3 months ending June 30, 1923.

Edwin O. Syman, Gen. Business Manager — Walter S. Dickey, Owner and Editor — J. Mora Boyle, Advertising Director

National Representatives: Verree & Conklin
New York Chicago Detroit San Francisco

BRITISH NEWSPAPERS—(Continued from page 174)

WALES—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate	
CARDIGANSHIRE—						
Aberystwyth (11,220) 51-40-45						
Cambrian News		W	2d.	7 2¼ 25	6/-	4/-
Welsh Gazette		W	2d.	6 2½ 22	7/6	2/-
Cardigan (3,452)						
Cardigan and Tivyside Advertiser		W	2d.	6 2½ 20½	3/6	2/3
CARMARTHENSHIRE—						
Carmarthen (10,011) 1-31-4						
Carmarthen Journal		W	2d.	6 2 20	5/-	2/9
Carmarthen Welshman		W	2d.	V 2¾ 20¼	3/6	2/6
Llanelly (36,504) 31-40-4-69						
Llanelly Argus		W	1d.	6 2½ 20½	2/6	10d.
Llanelly Mercury		W	2d.	6 2¼ 20½	2/6	2/-
Llanelly and County Guardian		W	2d.	9 2½ 27	3/6	1/9
South Wales Press		W	2d.	5 2⅝ 20	2/6	1/-
CARNARVONSHIRE—						
Bangor (11,032) 45-1						
North Wales Chronicle (Series)		W	2d.	8 2 V	10/-	7/6
Carnarvon (8,301) 45-1-59-4						
Carnarvon Herald (Series)		W	2d.	7 2¼ 22	9/-	6/-
North Wales Observer (Series)		W	2d.	7 2¼ 22	9/-	6/-
Conway (6,506) 1-51						
North Wales Weekly News (Series)		W	2d.	7 2¼ 22½	4/-	3/-
Llandudno (19,290) 51						
Llandudno Advertiser		W	2d.	6 2½ 20½	2/6	1/9
DENBIGHSHIRE—						
Colwyn Bay (18.770) 51-1						
North Wales Pioneer (Series)		W	2d.	8 2 V	8/6	5/6
Denbigh (6,783)						
Baner ac Amserau Cymru		W	2d.	7 2⅛ 23½	6/-	4/-
Denbighshire Free Press		W	1d.	7 2¼ 21½	5/-	3/-
North Wales Times		W	1d.	6 2½ 21	5/-	3/-
Llangollen (3,680) 51-45-1						
Llangollen Chronicle		W	1d.	4 2¾ 14	1/-	6d.
Wrexham (19,002) 4-40-41						
North Wales Guardian		W	1d.	6 2½ 20½	3/6	1/9
Wrexham Advertiser		W	1d.	7 2¼ 22	...	..
Wrexham Leader		W	1d.	7 2¼ 21½	5/-	3/6
FLINTSHIRE—						
Holywell (2,907) 61-4-12						
County Herald		W	2d.	7 2½ 22	2/6	..
Flintshire Observer and News		W	2d.	8 2 V	6/-	4/-
Rhyl (13,398) 51-1-22						
Rhyl Journal and Advertiser		W	1½d.	7 2½ 24	3/6	2/-
GLAMORGANSHIRE—						
Aberdare (55.010) 4-1-40-31						
Aberdare Express		W	....	.....	5/-	3/-
Aberdare Leader		W	2d.	7 2⅛ 20	3/6	2/6
Barry Dock (38,927) 76-21-7						
Barry Dock News		W	2d.	6 2½ 20½	2/-	1/-
Bridgend (9,206) 4-1						
Glamorgan Gazette		W	1½d.	8 2 22½	3/-	2/6
Cardiff (200,262) 4-49-7-31						
Cariff Times		W	1d.	7 2¼ 21½	12/-	6/-
South Wales Echo	162,579nsg	DE	1d.	7 2¼ 21½	15/-	..
South Wales Evening Express	+112,000nsg	DE	1d.	5 2¼ 18½	15/-	10/-
South Wales News		DM	1d.	7 2¼ 21½	15/-	10/-
Weekly Mail (Cardiff)		W	1d.	7 2¼ 24½	12/-	6/-
Western Mail		DM	1d.	7 2¼ 24½	18/-	12/6
Merthyr (80,161) 4-40-19						
Merthyr Express		W	2d.	V 2¼ 18	6/-	4/-
Y Tyst		W	2d.	3 2½ 11	4/-	2/6
Penarth (17,097) 49-66-3						
Penarth Times		W	1d.	5 2¼ 18½	2/-	1/-
Pontardawe (34,623)						
West Wales Observer		W	1d.	4 2¼ 15	2/6	1/9
Pontypridd (47,171) 4-40-19						
Glamorgan County Times		W	1d.	7 2¼ 21	3/-	2/3
Glamorgan Free Press & Rhondda Ldr.		W	2d.	6 2¼ 18	6/-	3/9
Pontypridd Observer (Series)		W	1d.	6 2 20	7/6	5/-
Swansea (157,561) 31-4-76						
Cambria Daily Leader		DE	1d.	V 2⅛ 21¾	10/-	5/-
Cambrian		W	1d.	7 2¼ 23½	2/6	1/6
Herald of Wales		W	1d.	V 2⅛ 21¾	5/-	2/6
South Wales Daily Post		DE	1d.	5 2¼ 18½	10/-	5/-
South Wales Weekly Post		W	1d.	7 2¼ 23½	2/6	1/6
MERIONETHSHIRE—						
Bala (1,408) 45-30-1						
Bala Y Seren		W	1d.	4 2¼ 15	3/-	2/-
Blaenau (8,143) 45-53						
Blaenau y Rhedegydd		W	1d.	.....	...	..
Corwen (3,000) 1-45-53-4						
Corwen Adsain		W	1d.	4 2¾ 15	1/-	6d.
Dolgelly (2,014) 4-58-51						
Y Cymro		W	2d.	4 2 13	4/-	2/-
Y Dydd		W	1d.	.....	...	..
MONTGOMERYSHIRE—						
Newton (5,670) 30-43-41-1						
Montgomeryshire Express		W	2d.	7 2⅛ 20	7/6	2/6
Welshpool (5,677) 1-59						
Montgomery County Times (Series)	7,456nsg(p)	W	2d.	8 2¼ 23	3/6	2/6
PEMBROKESHIRE—						
Fishguard (2,999) 1-76						
County Echo		W	1½d.	5 2½ 29	2/-	..

(Continued on page 178)

3rd consecutive year

WORLD ADVERTISING LEADERSHIP

1921
26,987,478
Agate Lines

1922
26,795,244
Agate Lines

1923
29,520,848
Agate Lines

World-leadership in any great field of business is a momentous fact. Its full significance is almost beyond comprehension. No power of argument can explain it away. Being true, it proves and answers all.

For three consecutive years the Los Angeles Times has held world-leadership in advertising. Each year throughout this period it has printed more paid advertising than any other publication on earth.

Leadership when enduring in time and worldwide in scope is more than irrefutable. It is epochal.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.
Chicago Office: 360 N. Michigan Ave. New York Office: 225 Fifth Ave.

IT TAKES BIG PAPERS TO HANDLE THE BIG CITY

San Antonio Express.

Every Morning and Sunday

SAN ANTONIO EVENING NEWS

Every Evening ~ Except Sunday

The Splendid Growth and Advancement of San Antonio's Two BIG Newspapers Is the Best Endorsement

Here's the Record for 1923

Total	**15,703,227 Lines**
Local	**8,754,539 Lines**
National	**3,172,152 Lines**
Classified	**3,776,536 Lines**

Gains Over 1922, 1,000,847 Lines

Power has come with confidence and faith in the dependability of the news and advertising columns of these newspapers.

The prestige enjoyed by the San Antonio Express (morning), San Antonio Evening News (evening) makes them the greatest mediums for the National advertiser in a territory larger than the New England States and Ohio combined.

TWO DISTINCT AND SEPARATE NEWPAPERS OF ALMOST NON-DUPLICATING CIRCULATION

THE JOHN BUDD CO.

National Advertising Representatives

NEW YORK—CHICAGO—ST. LOUIS—ATLANTA
LOS ANGELES — SAN FRANCISCO — SEATTLE

BRITISH NEWSPAPERS—(Continued from page 176)

WALES—Continued

Cities, Newspapers, Populations and Key Figures to Industries	Circulation	Issued	Price	Page Sizes	Inch Rate
Haverfordwest (5,950) 76-1					
Pembroke County Guardian	6,500nsg(p)	W	2d.	7 2½ 25	5/- 2/6
Pempbrokshire Herald	.....	W	1d.	7 2½ 24	... ..
Pembrokeshire Telegraph	.....	W	2d.	7 2½ 23	5/- 2/6
Pembroke Dock (15,481) 74-49-76					
Ward-Davies's Free Press	.....	W	1d.	5 2½ 18	... ..
Tenby (4,830) 51-22					
Tenby and County News	.....	W	1½d.	6 2½ 22	3/- 2/-
Tenby Observer	.....	W	1d.	6 2½ 22½	4/- 2/6
RADNORSHIRE—					
Llandrindod Wells (4,605) 1-59-51					
Mid-Wales Independent	.....	W	1½d.	.....	... ..

BRITISH ADVERTISING AGENCIES

Note—This is the most complete list of British advertising agencies ever issued, and has been compiled exclusively for Editor & Publisher. For the purpose of convenience, Advertising Consultants not actually placing business are also included.

(Copyrighted, 1924, by Editor & Publisher.)

ENGLAND

LONDON

A

Name.	Street Address.
A. B. C. Ad. Agency	245 St. John Street, E. C. 1.
Abbot, W., Ltd	32 Eastcheap, E. C. 3.
Abrahams, Joseph	40 Romford Road, E. 7.
Adams Publicity, Ltd	23 Sicilian Avenue, Southampton Row, W. C. 1.
Adelphi Press, Ltd	Dolphin Lane, Poplar, E. 14.
Advance Advertising Co	3 Featherstone Bldgs., Holborn, W. C. 1.
Advertising & Publicity, Ltd	1 Arundel Street, Strand, W. C. 2.
Advertising Service, Ltd	Addison Ho., Bedford street, Strand, W. C. 2.
Agence Havas	6 Breams Bldgs., Chancery Lane, E. C. 4.
A. I. Advertising Co. (1920), Ltd	2 Sandland Street, High Holborn, W. C. 1.
Albemarle Press, Ltd	150 New Bond Street, W. 1.
Aldridge, Frederick	26 Paternoster Row, E. C. 4.
Algar, Frederic	58 Gracechurch Street, E. C. 3.
Alexander Agency, Ltd	36-37 Leadenhall Street, E. C. 3.
Allen-Cooper, E., Co., Ltd	15 Railway Approach, London Bridge, S. E. 1.
Allen's Advertising Service, Ltd	3 Queen's Square, W. C. 1.
Allen & Sons, Ltd., David	17 Leicester Street, W. C. 2.
Alliance Advertising Agency, Ltd	93 Chancery Lane, W. C. 2.
Amalgamated Publicity Services, Ltd	Bucknall Street, W. C. 2.
American Advertising Service, Ltd	22 Great Portland Street, W. 1.
Anderson, Robert & Co	14 King William Street, Strand, W. C. 2.
Anglo-Continental Advertising & Service, Ltd	27 Chancery Lane, W. C. 2.
Art & Publicity Service	7 Southampton Street, High Holborn, W. C. 1.
Ashby Service Agency, Ltd	26 High Holborn, W. C. 1.
Associated Advertising Service	30 Norfolk Street, Strand, W. C. 2.
Atlantic Publicity, Ltd	Atlantic House, Holborn Viaduct, E. C. 1.

B

Bale, John, Sons & Danielson	83 Great Portland Street, W. 1.
Barker & Howard	Sugar Loaf Court, Leadenhall Street, E. C. 3.
Barker, Charles & Sons, Ltd	41 Budge Row, E. C. 4.
Barker, Drabble & Co	88-90 Chancery Lane, W. C. 2.
Barker, Ernest	133 Salisbury Square, E. C. 4.
Bates, A & Co., Ltd	134 Fleet Street, E. C. 4.
Baxter & Son	29 Paternoster Square, E. C. 4.
Bayliss Bros.	53a Shaftesbury Avenue, W. 1.
Beckford, W. S., Co	122 Chancery Lane, W. C. 2.
Bell, Wilson Publicity	83 Pall Mall, S. W. 1.
Bench, T. C., Ltd	Graham House, Tudor Street, E. C. 4.
Benn & Cronin, Ltd	25 Grosvenor Place, S. W. 1.
Bennett, J.	26 Avenue Chambers, Southampton Row, W. C.
Benson, S. H., Ltd	Kingsway Hall, W. C. 2.
Berkeley Press	Staple Inn Buildings, W. C. 1.
Bernard, A.	146 Strand, W. C. 2.
Berry's Advertising Agency	Clun Ho, Surrey Street, Strand, W. C. 2.
Blackwell, Frank V.	22 Northumberland Avenue, W. C. 2.
Boggon, Gordon Publicity, Ltd	1 Newman Street, W. 1.
Bond, D. H.	329 High Holborn, W. C. 1.
Bottomley, Holford Service, Ltd	23 King Street, E. C. 2.
Braid, T. Barrow	43 Great Portland Street, W. 1.
Brandis-Davis Agency, Ltd	231 Strand, W. C. 2.
Brindley, T. M	21 Imperial Buildings, Ludgate Circus, E. C. 4.
Brockie, Haslam & Co	23-28 Fleet Street, E. C. 4.
Browne, C. A. G., Ltd	17 Farringdon Street, E. C. 4.
Browne, T. B., Ltd	163 Queen Victoria Street, E. C. 4.
Brooks Publicity Service	57 Chancery Lane, W C. 2.
British American Publicity Association	24 Buckingham Street, Strand, W. C. 2.
Buchan Telger Co., Ltd	Temple Bar Ho, Fleet Street, E. C. 4.
Business Builders, Ltd	26 Great Ormond Street, W. C. 1.
Buttolph & Dickinson	190 Strand, W. C. 2.

C

Camden Agency	198 High Street, Camden Town, N. W. 1.
Carlton Publicity, Ltd	66 Great Queen Street, W. C. 2.
Causton, Sir Joseph & Sons, Ltd	9 Eastcheap, E. C. 3.
Caxton Advertising Agency	Clun House, Surrey Street, Strand.
Central News, Ltd	5 New Bridge Street, E. C. 4.
City Advertising Agency	11 Paternoster Bldgs., E. C. 4.
City & Provincial Press, Ltd	Red Lion Ho., Red Lion Court, Fleet Street, E. C. 4.
Clackson, A. H., Ltd	119 Fleet Street, E. C. 4.
Clark & Norman	61a Strand, W. C. 2.
Clark, Samson & Co., Ltd	57-59 Mortimer Street, W. 1.
Clarke, Son & Platt, Ltd	317 High Holborn, W. C. 1.
Clarke & Sherwell, Ltd	11 Southampton Row, W. C. 1.
Clayton, C. D., Ltd	C. 2.
Cleaver, Ltd., Travers	47 Great Russell Street, W. C. 1.
Clowes Agency, Ltd	General Bldgs., Aldwych, W. C. 2.
Cohen, Arthur	21 Curtain Road, E. C. 2.
Collins, Percy	33 Henrietta Street, Covent Garden, W. C. 2.
Colman Publicity Service, Ltd	10 Essex Street, Strand, W. C. 2.
Colman, Thomas & Co	Granville House, 3 Arundel Street, Strand.
Colonial Advertising Company	26 Southampton Street, Strand, W. C. 2.
Commercial Publicity Co	59 New Oxford Street, W. C. 2.
Conbury Advertising Service	Sentinel Ho, Southampton Row, W. C. 1.
Corytons, Ltd.	1 Rupert Street, W. 1.
Cowie & Co.	17 Gresham Street, E. C. 2.
Crane, Paget & Co.	109 Kingsway, W. C. 2.
Crawford, W. S., Ltd	233 High Holborn, W. C. 1.
Crockford-Hales Service, Ltd	182-3 Fleet Street, E. C. 4.
Crossley & Co., Ltd	5 Racquet Court, Fleet Street, E. C. 4.
Curtis Agency, Ltd	11 Southampton Row, W. C. 1.
Cutting & Underwood, Ltd	170 Strand, W. C. 2.

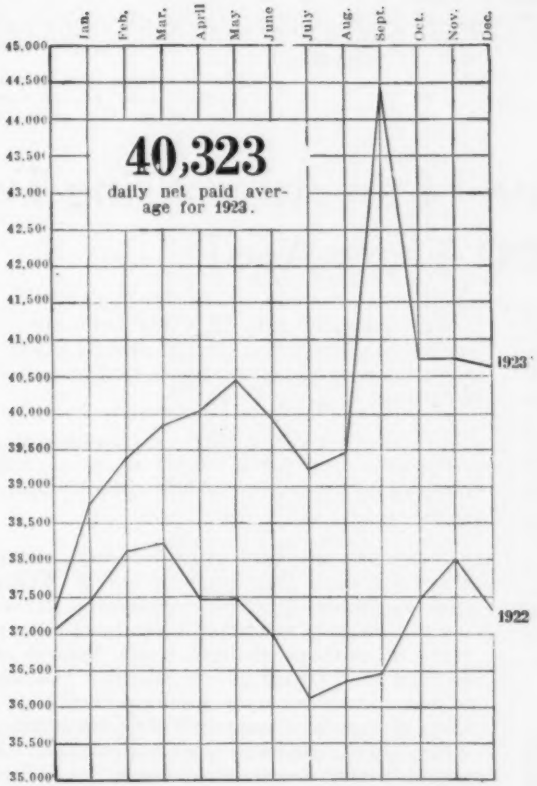
(Continued on page 182)

Jersey Skeeters Bit Hard---But

THE JERSEY JOURNAL

BITES BETTER AND DEEPER

In Jersey City, N. J.



3,000 More Bitten

All the mosquito, once a well-known critter in these parts, ever penetrated was the epidermis. Skin deep.

The Jersey Journal digs deeper, into the heart of the home.

Three thousand more were bitten with the need of The Jersey Journal every weekday last year, an increase of 8% in circulation.

STING IT HOME IN JERSEY CITY

(Circulation Over 40,000)

THE JERSEY JOURNAL

(First With Facts for Home Folks)

Story, Brooks & Finley, Foreign Representatives
Pershing Square Building, New York City

PHILADELPHIA SAN FRANCISCO CHICAGO

NEITHER SNOW, NOR RAIN, NOR HEAT, NOR GLOOM OF NIGHT STAYS THESE COVRIERS FROM THE SWIFT COMPLETION OF THEIR APPOINTED ROVNDS

The inscription from Herodotus on the facade of the General Post Office, New York City.

The Modern Application of an Advertising Text Written 2300 Years Ago!

WHEN HERODOTUS wrote the sentence that adorns the façade of the General Post Office in New York, he little thought that he was inditing a text applicable to modern advertising.

THE WORLD last year printed nearly 2,000,000 separate advertisements. Every day for a full year more than 5,000 couriers, varying in size from the two-line offer of employment to the big Sunday double page of the department store, left THE WORLD'S presses for "the swift completion of their appointed rounds."

Every hour of every twenty-four two hundred of these messengers, braving "snow and rain and heat and gloom of night" went forth upon their designated errands in the scheme of modern commerce.

It is an achievement of first magnitude to have been the trusted intermediary in so vast a number of separate and distinct transactions between advertiser and public. If service is to be measured by the number of times a given function is called into play, then a comparison of the number of advertisements printed is perhaps, after all, the most eloquent evidence of the sum total of a newspaper's real usefulness to the community it serves. Here are the figures for the year 1923:

THE WORLD	*1,911,282*	*Advertisements*
The Times	*1,096,859*	"
The Herald	*373,601*	"
The American	*371,130*	"
The Tribune	*132,922*	"

Not only did THE WORLD outdistance its nearest competitor by 814,423 advertisements, or 74%, but it surpassed its own record of last year by 199,101, a gain of 11.6%.

In short, THE WORLD'S total number of advertisements was within 60,000 of the combined totals of all the other standard sized newspapers of the city.

No small part of the city's industrial activities revolves around this intensive use of WORLD space by the merchant and manufacturer in reaching the ultimate consumer. Merchandise to the value of millions changed hands through the medium of WORLD advertisements. Thousands of men and women secured more profitable work; other thousands of employers obtained additional labor: great buildings were bought and sold; untold savings went into sound investments; movements of public interest were expedited—all through the advertising pages of THE WORLD.

THE WORLD in 1923 gained 126,748 lines of advertising. Its closest competitor lost 40,996 lines. When, in 1924, you would send your "couriers to the swift completion of their appointed rounds," remember that in New York 50% of all the advertising couriers who start at all begin their rounds in the columns of THE WORLD.

The World

NEW YORK

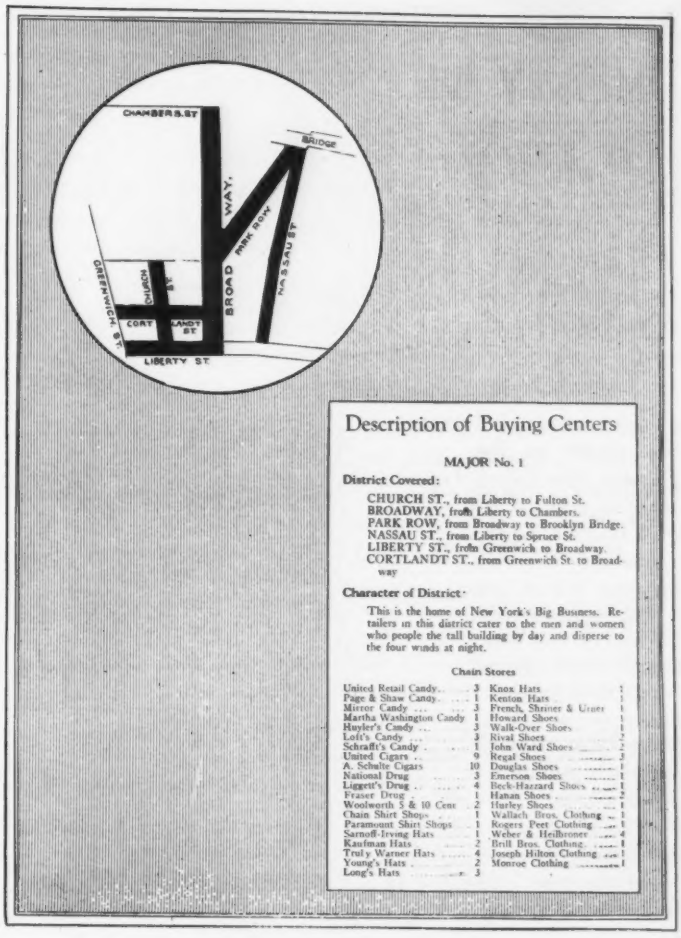
Mallers Building
Chicago

Pulitzer Building
New York

General Motors Building
Detroit

MERCHANDISING THROUGH THE WORLD GROUP

The Morning World
The Evening World
The Sunday World
The World Gravure
The World Magazine
(Sunday)
The Evening World Radio Magazine
(Saturday)



A Typical Route Card and Description of Major Buying Center Furnished by the Merchandising Department.

NO MANUFACTURER need ever approach the Greater New York market blindfolded! The time that he has heretofore spent in routing his sales force, in surveying buying centers, in studying neighborhoods, he can now devote to productive *selling* through the comprehensive service placed at his disposal by the Merchandising Department of THE WORLD.

THE WORLD GROUP offers a definite service for every advertising contingency. On week days, THE WORLD offers 100,000 more circulation directly in New York City than any other standard-sized paper in the morning field. On Sunday, it provides the advertiser with nearly 50,000 more readers in Greater New York than *The Times, The Herald* and *The Tribune* combined. THE WORLD GRAVURE has the largest standard-sized gravure circulation in America.

In the matter of color advertising THE SUNDAY WORLD MAGAZINE carries a faithful reproduction of the advertiser's package, in its true colors, to nearly 600,000 alert, responsive homes. THE EVENING WORLD RADIO MAGAZINE has the largest radio circulation in the world.

Big values, every one of them, and backed by the most comprehensive plan of merchandising ever placed at the disposal of the manufacturer.

The Evening World

NEW YORK

Title Insurance Building
Los Angeles

Chancery Building
San Francisco

Securities Building
Seattle

The MYERS CIRCULATION COMPANY Inc

T. P. Myers Pres.

GREATEST CIRCULATION BUILDERS in AMERICA

Let us serve you!

NOW at the height of its career as the supreme circulation building organization in the United States, the Myers Circulation Company is prepared for even greater achievements during 1924 than has marked its 16 past years of experience and dominating leadership. So perfected is the Myers plan of campaign, and so complete is the organization personnel, that any newspaper putting on a Myers campaign during the year will be guaranteed thousands of NEW, paid-in-advance, home-delivered subscribers.

Never before has any company been so well fitted for circulation campaigns as the Myers organization is now. Complete in every detail, it will conduct a campaign on your paper without disturbing in the least your routine or force, bringing you greater results per dollar expended for prizes than any other company in the field. Economy is one of the greatest recommendations of the Myers company.

Oldest in experience, yet the Myers company is the most youthful in the aggressive, progressive methods utilized to obtain results. It points with pride to its remarkable record on such papers as The Wichita Eagle, The Atlanta Constitution, The Birmingham Age-Herald, The Seattle Post-Intelligencer, The Portland (Ore.) Telegram, The Omaha Bee, The Los Angeles Examiner, The Denver News & Times, The Sioux City Journal, and many others; and it is just as proud of the splendid results it has obtained for newspapers in smaller cities.

The Myers company not only satisfies publishers to the extent that it is asked to repeat its campaigns, but it is also in demand by publishers who first tried other companies and have since learned of the greater results obtainable by securing the Myers company.

Wire or Write us *A letter or telegram will bring full particulars or a personal call, without obligation to you.*

Box 288
Waterloo
Iowa

BRITISH AGENCIES—(Continued from page 178)

Name	Street Address
D	
Dale, Reynolds & Co., Ltd	46 Cannon Street, E. C. 4.
Davies & Co	95 Bishopgate, E. C. 2.
Davies Publicity, Ltd	13 Victoria Street, S .W. 1.
Davis, Byron	79 Shaftesbury Avenue, W. 1.
Davis, S. & Co	30-32 St. Swithin's Lane, E. C. 4.
Dawson, William & Sons, Ltd	Cannon House, Bream's Bldgs., Chancery Lane, E. C. 4.
[redacted]	
Day's Agency	28 Temple Chambers, Temple Avenue, E. C. 4.
Day, Bertram & Co., Ltd	9-10 Charing Cross, S. W. 1.
Deacon, S & Co	7 Leadenhall Street, E. C. 3.
De Ross, Johnson & Co	76-82 Wellesley Road, Queens Crescent, N. W. 1.
Derrick, Paul E., Agency, Ltd	110 St. Martin's Lane, Charing X, W. C. 2.
Dewynter, Ivon	60 Haymarket, S. W. 1.
Direct Publicity, Ltd	114 Southampton Row, W. C. 1.
Direct Service Organizers, Ltd	54 New Broad Street, E. C. 2.
Dixon, Thomas	195 Oxford Street, W. 1.
Doreili Advertising Co	81 Queen Victoria Street, E. C. 4.
Dorland Agency, Ltd	Dorland House, 16 Regent Street, S. W. 1.
Dove, Alfred	Lincoln House, 18 Victoria Street, S. W. 1.
E	
East European Agency	62 Oxford Street, W. 1.
E. C. Advertising Co., Ltd	4 Broad Street Place, E. C. 2.
Eden Fisher & Co.	6 Clement's Lane, Cannon Street, E. C. 4.
Edmondson, F. W.	Sentinel Ho, Southampton Row, W. C. 1.
Electrical Press, Ltd	13 Fisher Street. Southampton Row, W. C.
Elliott, Agency, Ltd., Stanley	83-5 Farrington Street, E. C. 4.
Engineering Publicity, Ltd	Regent Ho, Kingsway, W. C. 2.
Erwin Wasey & Co., Ltd	245 Oxford Street, W. 1.
Exchange Telegraph Co., Ltd	63 Cannon Street, E. C. 4.
F	
Far Eastern Agency (London), Ltd	24 Devonshire Street, Bloomsbury, W. C. 1.
Fleet Agency, Ltd	2 Wine Office Court, Fleet Street, E. C. 4.
Fleetway Press, Ltd	9 Dane Street, High Holborn, W. C. 1.
Francis, J. C., & Co	131 Fleet Street. E. C. 4.
Fraser's Agency, Ltd	51 Great Queen Street, W. C. 2.
Freeman & Co	33 Paternoster Row, E. C. 4.
Freer, Cyril	1 Southampton Row, W. C. 1.
Fuller, H. E., Ltd	3 Russell Chambers Bury Street, W. C. 1.
G	
Garland (S. T.) Advertising Service	14 Brook Street, W. 1.
Galpin Publicity Service	6 Vulcan Road, S. E. 4.
Garrett, J. C., Agency	96 Southwark Street, S. E. 1.
Gibbs, Smith & Co	10 High Holborn, W. C. 1.
Gilbert Advertising, Ltd	45 Bedford Row, W. C. 1.
Gladstone, Taylor & Co., Ltd	34 Strand, W. C. 2.
Glendinning & Co	70 Cannon Street, E. C. 4.
Glover, T. J.	Cromwell Ho, Falwood Place, W. C. 1.
Godbols, Ltd.	8 Bream's Bldgs., E. C. 4.
Goldsmith, W. & Co	46 Lincoln's Inn Fields, W. C. 2.
Good Advertising, Ltd	41 Upper Berkley Street, W. 1.
Goodman, M., & Co., Ltd.	48 Rupert Street, W. 1.
Goodman Raven & Co., Ltd	19 Charing Cross Road, W. C. 2.
Gordon & Gotch, Ltd	15 St. Bride's Street, E. C. 2.
Gordon's Agency	Whitehall Rooms, Whitehall Place, S. W. 1.
Goring, J. H.	Graham House, Tudor Street, E. C. 4.
Gosden, D. & Co	11 Henrietta Street, Covent Garden, W. C. 2.
Gould & Portman's, Ltd	54 New Oxford Street, W. C. 1.
Graham, Cater & Co	89 New Oxford Street, W. C. 1.
Gran-Goldman Service	173 Fleet Street, E. C. 4.
Gray Co.	5 King Street, Covent Garden, W. C. 2.
Green, Henry	120 Chancery Lane, W. C. 2.
Greenly's, Ltd.	37 Strand, W. C. 2.
Greenwood & Co., G. W.	15 New Bridge Street, S. C. 4.
Griffiths & Millington, Ltd	22 Wellington Street, Strand, W. C. 2.
Griffiths & Weller, Ltd	3 Grosvenor Garden, S. W. 1.
Grove, Francis R. Service	Gloucester Ho, Charing Cross Road, W. C. 2.
Gude, G. A.	14 King Street, S. W. 1.
Guildhall, Publicity Co.	17 Lawrence Lane, E. C. 2.
Gumelias, Ltd.	11 Arundel Street, Strand, W. C. 2.
Gwalia Publicity Service	101. Hatton Garden, E. C. 1.
H	
Haddon, John & Co	Bouverie House, Salisbury Square, E. C. 4.
Hannaford & Goodman, Ltd	57-59 Ludgate Hill, E. C. 4.
Hardy, Roy, Ltd	692 High Holborn, E. C. 1.
Harrod's Agency, Ltd	32 Hans Crescent, S. W. 3.
Hart's Advertising Office	Maltravers House, 6 Arundel Street, Strand, W. C. 4.
Hart, Edgar C., & Co	93-94 Chancery Lane, W. C. 2.
Hart & Harford, Ltd.	12 Henrietta Street, Covent Garden, W. C.
Harvey Bros.	171 Queen Victoria Street, E. C. 4.
Harvey, E. Martin	7 King Street, Cheapside, E. C. 2.
Harvey, Ltd., Walton	4 Racquet Court, Fleet Street, E. C.
Harwood, E. W., & Co	21 Warwick Lane, E. C. 4.
Hastings, Arthur	17 Surrey Street, Strand, W. C. 2.
Hayes E. Agency	3 Gerrard Place, Shaftesbury Avenue, W. 1.
Heath, Harry	12 Hart Street, Bloomsbury, W. C. 1.
Higham, C. F., Ltd	Imperial House, Kingsway, W. C. 2.
Hill, E. Ingram	29 Ludgate Hill, E. C. 4.
Hill, Walter & Co., Ltd	69 Southampton Road, W. C. 1.
Hills Publicity, Ltd	150 Fleet Street, E. C. 4.
Holborn Agency	24 Holborn, E. C. 1.
Holland, J. P.	Walton House, 1 Newman Street, W. 1.
Holman Service, Lawrence	15 Lincolns Inn Fields, W. C. 2.
Hooper & Batty, Ltd	15 Walbrook, E. C. 4.
Hopwood Service	170 Fleet Street, E. C. 4.
Horncastle's, Ltd.	61 Cheapside, E. C. 2.
Horncastle's Agency, Ltd	5 Moorgate Bldgs., E. C. 2.
Hougham Service	Sentinel Ho, Southampton Row, W. C. 1.
Hunter, Ed. & Co., Ltd.	Imperial Ho, Kingsway, W. C. 2.
Hyams & Co., Ltd., Arthur	Fitzalan Ho, Arundel Street, Strand, W. C. 2.
I	
Imperial Agency	15 Bedford Street, Strand, W. C. 2.
Industrial Publicity Service, Ltd	Red Lion Court, E. C. 4.
J	
Jackson, E. H., & Co	19 Cullum Street, E. C. 3.
Jaeger Advertising Agency	95 Milton Street, E. C. 2.
Jarvis, L. J.	12 Norfolk Street, Strand, W. C. 2.
Johnson, E., Publicity Service	9 Cliff Terr. St. John's, S. E. 8.
Judd, Ltd., Walter	97 Gresham Street, E. C. 2.
Juppa, J. Lewis	4 Arthur Street, Cannon Street, E. C. 4.
K	
Kay & Co., J. Rowland	Salisbury Square, E. C. 4.
Kennington Advertising Service, Ltd	4 Regent Street, S. W. 1.
Keymer, D. J., & Co., Ltd	36-38 Whitefriars Street, Fleet Street, E. C.
Keymer, Wm. J., Ltd	80 Fenchurch Street, E. C. 3.
King, J. G., & Son	10 Bolt Court, Fleet Street, E. C. 4.
Kingsway Press Ad. Service, Ltd	Norwich House, Southampton Street, High Holborn, W C.
Kingsway Publicity Service, Ltd	Insurance House, Kingsway, W. C. 2.
Kipling, G.	58 Fleet Street, E. C. 4.
Knight, Arthur & Co., Ltd	55 Chancery Lane, W. C. 2.
Knight R A, & Co., Ltd	1 Gresham Buildings, Basinghall Street, E. C.

(Continued on page 184)

Carrier Collections Simplified and Better Mail Addressing Secured

For your Circulation Department there is our Unit Plan of handling subscriptions. It is the result of years of experience and work in the Circulation Departments of newspapers and magazines. Every unnecessary operation is eliminated by it use.

THE SPEEDAUMAT is the addressing medium. It makes the Unit Plan of operation possible and facilitates the list handling through its legibility. Changes in expiration dates or addresses may be made, or errors corrected, by embossing directly over the previous embossing, on the same Speedaumat.

The Speedaumat

Speedaudresser D

SPEEDAUDRESSER D makes it possible for a publisher with a small mail list to give his mail subscribers the same service as that given mail subscribers by large metropolitan papers who use our high speed automatic Speedaumailers.

THE DIRECT IMPRINT in the white margin of the paper is the reason. The direct imprint cannot come off, cannot cover reading matter, cannot stick two papers together because no paste is used. Addresses cannot be cut in half by mailer. The direct imprint carries every copy to its destination.

The speed of addressing with Speedaudresser D, which is motor driven and hand fed, varies with the proficiency of the operators. It averages from 2500 to 3500 per hour, but many operators have a much higher average. A boy operator on one of our daily newspapers addresses 3300 papers in 40 minutes every day. A young lady on a weekly paper averaged 3600 an hour on a 6½ hour run, the second week she operated the machine.

Besides its primary and most important use in addressing the mail list, Speedaudresser D can be used for many other things. With Attachment D-1, a continuous roll of strip for office record purposes may be prepared. WITH ANOTHER ATTACHMENT, REPEAT PRINTS MAY BE HAD FROM ANY SPEEDAUMAT. IF YOU DO JOB PRINTING, OR IF YOUR CITY CARRIERS COLLECT WEEKLY OR MONTHLY AND LEAVE RECEIPTS WITH CITY SUBSCRIBERS, YOU WILL BE INTERESTED IN THE WAY SPEEDAUDRESSER D CAN BE OF ADDED SERVICE IN THIS CONNECTION.

A line from you will bring, without obligation to you, complete information about an adaptation of The Multi-Mailer System to fit your needs. Machines and equipment have been designed to meet every mailing and addressing problem. The Multi-Mailer System will handle efficiently and economically lists of from less than 1000 up into the millions.

Our years of experience in the mailing and addressing field are at your service.

The Speedaumatic

TRADE MARK

Company.

MULTI-MAILER SYSTEM *Addressing - Listing - Mailing Equipment*

817-825 WASHINGTON BLVD., CHICAGO

Fort Wayne
Indiana's Second City

Offers wonderful opportunities for TRY-OUT or TEST campaigns—intelligent co-operation plus PRODUCTIVE circulation and ADVERTISING LEADERSHIP—all at a reasonable rate in the

Fort Wayne Journal-Gazette

1923 was a year of achievement—read the advertising score of the Fort Wayne newspapers (total lineage)

Journal-Gazette (Morning)	Other Paper (Afternoon)
10,318,448 lines	9,669,548 lines

Journal-Gazette's Lead

648,900

LINES

To the Space Buyers

BULK CIRCULATION is not a barometer of pulling power. LOCAL MERCHANTS in Fort Wayne prefer the Journal-Gazette BECAUSE it brings results. Think of this—the Journal-Gazette not only led in total local display lineage but had a lead of 951,944 lines in classified.

It is fair to presume that the Journal-Gazette will lead in NATIONAL ADVERTISING in 1924 if every space buyer will spend several days in Fort Wayne analyzing the market.

Fort Wayne Journal-Gazette

L. G. Ellingham, Pres. A. Schaefer, Adv. Director

BRITISH AGENCIES—(Continued from page 182)

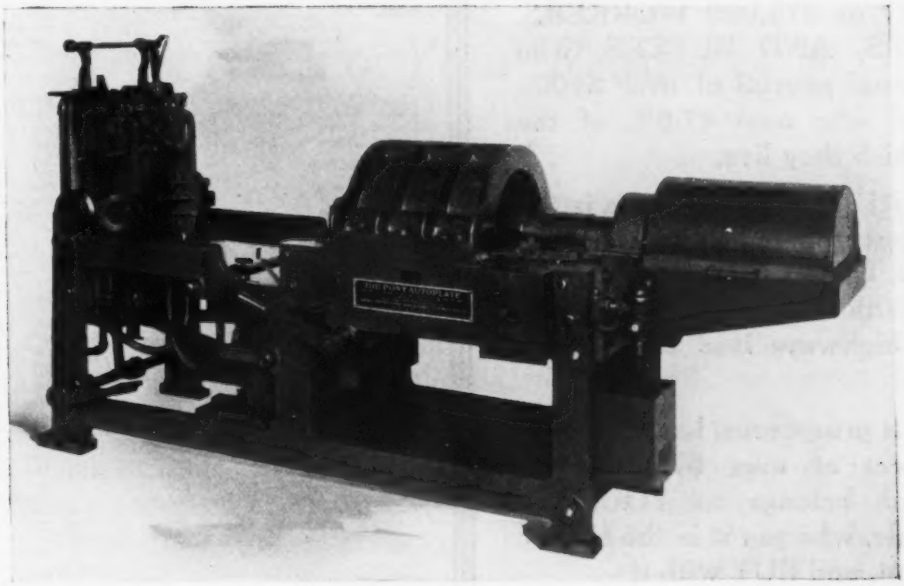
Name	Street Address
L	
Lamson Agency	12 St. Mary's Avenue, E. C. 3.
Laughton & Co., Ltd	3 Southampton Street, Strand, W. C. 2.
Lawrence, T. B., Ltd	1 Arundel Street, Strand, W. C. 2.
Layton, C. & E.	56 Farringdon Street, E. C. 4.
Lazenly, Ltd.	57 Victoria Street, S. W. 1.
Leathwaite, Simmons	34 Throgmorton Street, E. C. 2.
Lemare, S.	23 Paternoster Square, E. C. 4.
Lever Bros., Ltd	Lever House, Blackfriars, E. C. 4.
Lile, John H., Ltd	4 Ludgate Circus, E. C. 4.
Lloyd & Badham	11 Regent Street, W. 1.
London & Provincial Ad., Agency, Ltd	4 Oxford Street, W. 1.
London Press Exchange, Ltd	110 St. Martin's Lane, Charing Cross, W. C. 2
Lord & Thomas, Ltd.	Surrey House, Victoria Embankment, W. C. 2
Lovegrove, L. H.	37 King Street, Covent Garden, W. C. 2.
Lyons, Arthur J., Publicity	14 Chepstow Place, W. 2.
M	
MacLaren & Sons, Ltd	38 Shoe Lane, E. C. 4.
Marshall Service, Ltd	7 Red Lion Square, W. C. 1.
Massey, Roland	23 Knightrider Street, E. C. 4.
Mather & Crowther, Ltd	10-12 New Bridge Street, E. C. 4.
Matthews, Alex., & Co., Ltd	93 Chancery Lane, W. C. 2.
Maxwell Agency	9-11 Cursitor Street, W. C. 2.
May, J. E.	68 Fleet Street, E. C. 4.
May's Agency, Ltd	Addison Ho, Bedford Street, Strand, W. C. 2
Maygoods Publicity Service	Oxford House, 9-15 Oxford Street, W. 1.
McAra Publicity Service	Pear Tree Street, Goswell Road, E. C. 1.
McCave Advertising Service	182 Fleet Street, E. C. 4.
McConnell's Advertising Service, Ltd	81 Shaftesbury Avenue, W. 1.
McCorquodale & Co., Ltd	24 Coleman Street, E. C. 2.
McDougall, Thomas, Ltd	44 Kingsway, W. C. 2.
Meerloo Publicity Service, Ltd	105 New Bond Street, W. 1.
Metcalfe & Wybrow, Ltd	Abbey Ho, Victoria Street, S. W. 1.
Milton Agency, Ltd	20-21 Bedford Chambers, Covent Gdn., W. C. 2.
Misani, Gooderham & Young, Ltd	40 Chancery Lane, W. C. 2.
Mitchell, C. & Co., Ltd	1 Snow Hill, E. C. 1.
Modern Publicity, Ltd	120 Victoria Street, S. W. 1.
Morgan, Reeves & Co	20 Goldsmith Street, Kingsway, W. C. 2.
Muller Blatchly & Co., Ltd	84 Queen Victoria Street, E. C. 4.
Mutual Agency	29 Ludgate Hill, E. C. 4.
N	
Nash & Alexander, Ltd	Kingsway Ho, Kingsway, W. C. 2.
National Publicity Agency	29 Charing Cross, S. W. 1.
Nelson, G. F.	5 Laurence Pountney Lane, Cannon Street, E. C. 4.
Newfleet Co.	53 Fleet Street, E. C. 4.
Norman, Cyril L.,	128 Shaftesbury Avenue, W. 1.
O	
Ogden & Spencer, Ltd	1 New Square, Lincolns Inn, W. C. 2.
Oliver Watts Agency	34 Essex Street, Strand, W. C. 2.
Osborne, Peacock Co., Ltd	Lincoln Ho, High Holborn, W. C. 1.
Overseas Publicity & Service Agency	61 St. James's Street, S. W. 1.
Owen, A. J., Service	36 Southampton Street, Strand, W. C. 2.
P	
Palmer, Newboul, Ltd	17 Cockspur Street, S. W. 1.
Palmer's Publicity Service	69 Fleet Street, E. C. 4.
Parry & Co.	Pinner's Hall, Austin Friars, E. C. 2. (financial)
Partington, Ltd.	Victoria Embankment, W. C. 2.
Paton, J. & J.	143 Cannon Street, E. C. 4.
Peacock Publicity Service	5 York Place, Adelphi, W. C. 2.
Pethick, V., Advertising	33 Fleet Street, E. C. 4.
Phoenix Industrial Service	12 London Wall, W. C. 2.
Pictorial Publicity, Ltd	15-16 Floral Street, W. C. 2.
Pioneer Publicity Service	6 Denmark Street, W. C. 2.
Pool, C. & Co., Ltd	180-181 Fleet Street, E. C. 4.
Potter, Fredk. E., Ltd.	Imperial House, Kingsway, W. C. 2.
Practical Publicity, Ltd	3 Duke Street, Adelphi, W. C. 2.
Pratt & Co., Ltd	51 Chancery Lane, W. C. 2.
Press Publications, Ltd	70 Shoe Lane, E. C. 4.
Press Publicity	2 Reydell Court, Fleet Street, E. C. 4.
Press & General Publicity Service	Albian Ho, New Oxford Street, W. C. 1.
Press & Postal Publicity Service	60 St. Mary's Avenue, E. C. 3.
Preston Publicity Co.	112 High Holborn, W. C. 1.
Printer's Advertising Agency, Ltd	46 Bloomsbury Street, W. C. 1.
Productive Publicity, Ltd	69 Fleet Street, E. C. 4.
Publicity Association	122 Victoria Street, S. W. 1.
Publicity Advertising Specialists	22 Bedford Street, Strand, W. C. 2.
Publicity, Ltd.	28 Mark Lane, E. C. 3.
R	
Radford, George	12 York Bldgs., Adelphi, W. C. 2.
Radyclyffe's Agency	65 Victoria Street, S. W. 1.
Raeburn's Publicity, Ltd	104 High Holborn, W. C. 1.
Rand Service	39 Ave. Chambers, Southampton Row, W. C. 1.
Rawkins, Daniel, Agency	60 Queen Victoria Street, E. C. 4.
Ray's Agency	Cecil Court, Charing Cross Road, W. C. 2.
Read & Leney, Ltd	115 Baker Street, W. 1.
Regent Service, Ltd	4 London Wall Bldgs., E. C. 2.
Reid, E. J. & Co., Ltd	49 Watling Street, E. C. 4.
Renwick's Agency, Ltd	180 Fleet Street, E. C. 4.
Reuters Agency, Ltd	14 Old Jewry, E. C. 2.
Reynell & Son	44 Chancery Lane, W. C. 2.
Richter's Agency	156 Charing Cross Road, W. C. 2.
Rieu Willey & Co.	123 Pall Mall, S. W. 1.
Roberts, R., & Co., Ltd.	Sentinel Ho, Southampton Row, W. C. 1.
Roebuck, R. C.	Craven House, Kingsway, W. C. 2.
Rogers, L. V.	358 Strand, W. C. 2.
Roselli, C. & Co.	8 Henrietta Street, Covent Garden, W. C. 2.
Rowland's Advertising Service	69 Fleet Street, E. C. 4.
Ruddock, Noller & Ruddock	30 Old Jewry, E. C. 2.
S	
Sacre & Co., Ltd.	Sentinel Ho, Southampton Row, W. C. 1.
Saw, W. B.	Craven House, Kingsway, W. C. 2.
Sawkins, H., Advertising Service	40 Hanover Square, W. 1.
St. James's Advertising Co., Ltd	1 Wardour Street, W. 1.
St. Paul's Advertising Service	22 Denman Street, S. E. 1.
Saward, Baker & Co., Ltd	27 Chancery Lane, W. C. 2.
Scheff Publicity Organization, Ltd	125 Pall Mall, S. W. 1.
Scott, T. G. & Son	63 Ludgate Hill, E. C. 4.
Scripp's Advertising Offices	13 South Holton Street, W. 1.
Scriven, H. Wilfred	5 Clements Inn, Strand, W. C. 2.
Sears, F. W.	66 Chandos Street, W. C. 2.
Seaward, H. R.	91 Regent Street, W. 1.
Sell, Charles	8 Red Lion Square, W. C. 1.
Sells, Ltd.	167 Fleet Street, E. C. 4.
Shaddock, J. P.	222 Strand, W. C. 2.
Sharland & Co.	2-3 Eldon Street, E. C. 2.
Shelley, G. H.	11 Crooked Lane, Cannon Street, E. C. 4.
Shipping & Commercial Publicity Service	91 Bishopsgate, E. C. 2.
Skinner, Walter R.	15 Dowgate Bldgs., Cannon Street, E. C. 4.
Smart Advertising Service, Ltd	Lambert House, Ave Maria Lane, E. C. 4
Smith, J., Ltd	3 Lincoln's Inn Fields, W. C. 2.
Smith's Agency, Ltd	100 Fleet Street, E. C. 4.
Smith & Moore, Ltd.	150 Southampton Row, W. C. 2.
Smith, W. H., & Son	Strand House, Portugal Street, W. C. 2.
Smith, W. Sydney	Leadenhall House, Leadenhall Street, E. C. 3.
Sofio, Ernest H., Agency, Ltd	5 Arundel Street, Strand, W. C. 2.
Southcombe, W. J.	167 Strand, W. C.

(Continued on page 186)

THE PONY AUTOPLATE MACHINE

puts the foundry of the one or two press newspaper upon an ultra-modern basis.

It does for such a newspaper all that the AUTOPLATE MACHINE has done for the metropolitan daily.



With it one man can perform all the functions of plate making, with an economy of space, effort, and time otherwise impossible.

Plates made by AUTOPLATE MACHINES reduce paper breakage and print waste, and turn out better printed newspapers than plates made by hand.

Because it consumes only part of the room and labor usually devoted to the making of plates The Pony Autoplate Machine sets free valuable men and costly floor space.

In no other way can so much work be done so easily, at so low a cost, in so small a space, and in so short a time.

The *PONY AUTOPLATE MACHINE* costs only $5,500, and may be purchased upon terms covering 20 months.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

WE'LL tell our world!

"Our world" is quite a place. The United States 1920 census says there are 132,358 people in Youngstown, Ohio, but there are more than that now.

OUR world, the world covered by The Youngstown TELEGRAM, consists of a community of 275,000 WORKERS, PRODUCERS, AND BUYERS, who have an annual payroll of over $100,000,000 and who own 47.8% of the homes in which they live.

STEEL did it! For Youngstown is the second greatest iron and steel producing center in the United States, and is the source of 1/20th of the world's steel output. Steel highways lead to Youngstown.

OUR world is prosperous, has 12 banks with resources of over $75,000,000. Money which belongs to YOUNGSTOWN people, who put it in the banks, and take it out, and BUY with it.

YOU can sell our world, if you TELL our world thru the TELEGRAM with 26,036 circulation, Federal Statement, October 1, 1923—2,000 more now! (Jan. 1).

Advertise in Youngstown—in THE TELEGRAM. WE'LL tell our world about YOU!

The Youngstown TELEGRAM!

represented nationally by

ALLIED NEWSPAPERS, INC.

New York: 52 Vanderbilt Ave.

Chicago: 5 North Wabash Ave.

San Francisco Cleveland Cincinnati

BRITISH AGENCIES—(Continued from page 184)

Name	Street Address
Spiers Service	44 Fleet Street, E. C. 4.
Spottiswoode, Dixon & Hunting, Ltd	Regent House, W. C. 2.
Sprigg's, J. F., Ltd	21 Paternoster Square, E. C. 4.
Squire, H., & Co	38 King William Street, E. C. 4.
Steele's Service, Ltd	Norfolk House, Norfolk Street, Strand, W. C.
Stephen's Service	2 New Court, Lincoln's Inn, W. C. 2.
Street, G., & Co., Ltd	30 Cornhill, E. C. 3., and 8 Serle Street, Lincoln's Inn, W. C. 2.
Sykes, Dunhill, Ltd.	329 High Holborn, W. C. 2.
S. S. Selling Service	Surrey House, Victoria Embankment, W. W.
Smart, Douglas A.	4 Arran Road, Catford, S. E. 6.
Shone, G. G., Service	667 Jermyn Street, S. W. 1.
Schooling, F. H.	40 Florence Road, Stroud Green, N. 4.
Smith, R. Frost, & Co.	66 Finsbury Pavement, E. C. 2.
Sales Publicity	Blackfriars Ho, New Bridge Street, E. C. 4
Scott Advertising Service, Ltd	Craven Ho, Kingsway, W. C. 2.
Selmore Service	37 High Holborn, W. C. 1.
Shaw, Wordlaw & Co	29 New Bridge Street, E. C. 4.
Simmons, M., & Co.	30 Fleet Street, E. C. 4.
Softlaw, W. Soper	62 Bank Chbrs., Holborn, W. C. 2.
Storey, Evans & Co., Ltd	3 Red Lion Square, W. C. 2.
T	
Tanner, A. E. & Co	93-94 Chancery Lane, W. C. 2.
Tata Publicity Corporation, Ltd	36 Kingsway, W. C. 2.
Tayler, Charles & Co	171 Great Portland Street, W. 1.
Technical & General Agency, Ltd	84 Queen Victoria Street, E. C. 4.
Thompson, J. Walter Co.	Bush House, Aldwych, W. C. 2.
Thorn, W. C., Service	115 High Holborn, W. C. 1.
Thornhill Service	24 Chancery Lane, W. C. 2.
Thrower, S.	20 Imperial Buildings, New Bridge Street, E.
Tremayne, Arthur, Ltd	81 City Road, E. C. 1.
Tucker & Berey	88-89 Avenue Chambers, Southampton Row, W. C. 1.
Taylor's Advertising Service	70 Rutland Road, Forest Gate, E.
Tully's, Ltd.	Sentinel House, Southampton Row, W. C. 1
Talbot, Horace	14 Salisbury Square, E. C. 4.
Tapp-Jarvis Publicity Service	12 Buckingham Street, Strand, W. C. 2.
Taylor's Advertising Service	70 Rutland Road, Forest Gate, E.
Tofto, Thomas,	93 Chancery Lane, W. C. 2.
U	
United Advertising Service, Ltd	27 Chancery Lane, W. C. 2.
United Kingdom Advertising Co., Ltd	25 Shaftesbury Avenue, W. C. 2.
United Press Agency	6 Red Lion Street, Holborn, W. C. 1.
United Agencies, Ltd	51 New Oxford Street, W. C. 2.
V	
Van Alexander & Co	31 Craven Street, Strand, W. C. 2.
Vernon, C., & Sons, Ltd	38 Holborn Viaduct, E. C. 1.
Vickers, J. W., & Co., Ltd	5 Nicholas Lane, E. C. 3. (financial)
W	
Walker, C. J.	24 Coleman Street, E. C. 2.
Wallace Attwood Service	27 Chancery Lane, W. C. 2.
Watkins & Osmond	2 Creed Lane, E. C. 4.
Watkinson & Co.	115 High Holborn, W. C. 1.
Watson Agency, Ltd.	244 High Holborn, W. C. 1.
White, R. F., & Son	33 Fleet Street, E. C. 4.
Wilcox, W. J., & Co	Locksley Street, Limehouse, E. 14.
Wilkes Bros. & Greenwood, Ltd	26 Rushworth Street, S. E. 1.
Wilkes, Jeffrey & Co., Ltd	29 Ludgate Hill, E. C. 4.
Williams, F. E.,	13 Red Lion Square, W. C. 1.
Williams Publicity Co.	80 Chancery Lane, W. C. 2.
Willing, James, Ltd.	30 King Street, Covent Garden, W. C. 2.
Wills, Ltd.	Lincoln House, High Holborn, W. C. 1.
Wilson, A. J., & Co., Ltd	154 Clerkenwell Road, E. C. 1.
Wilson, Bell, Ltd.	83 Pall Mall, S. W. 1.
Wilson, Fred	101 Hatton Garden, E. C. 1.
Wilson, J. H.	185 Fleet Street, E. C. 4.
Winter, Thomas Co., Ltd	Aldwych Ho, Aldwych, W. C. 2.
Woodwright Publicity	246 Great Portland Street, W. 1.
Wright, Norman, Ltd.	53a Shaftesbury Avenue, W. 1.
Wildman, A. S.	317 High Holborn, W. C. 1.
Waterlow & Sons, Ltd	26 Great Winchester Street, E. C. 2.
White's Agency	149 Strand, W. C. 2.
Wilkinson & Co.	Nutre Court, Fleet Street, E. C. 4.
Willing & Co., Ltd.	362 Gray's Inn Road, W. C. 1.
Wood, Sydney A.	Albion Ho, New Oxford Street, W. 1.
BIRMINGHAM	
Argus Advertising Agency, Ltd	50 Summer Row.
Ashford, Charles	12 Lower Essex Street.
Bertram, G. N.	Newspaper House, Corporation Street.
Blackmore's Agency	Victoria Buildings, Temple Row
Butler & Co., Basil	46 Holloway Head.
Clinton-Wall Publicity, Ltd	County Chambers, Corporation Street.
Davis, Basil & Co	244 Galton Road, Warley.
Earl, Charles E.	95 New Street.
Forward Publicity Co.	10 Temple Row.
General Advertising Service, Ltd.	13 Lower Priory.
Glenallen, Ltd.	105 Colmore Row.
Grayston, T. Harold	Nelson Chambers, 52 High Street.
Holden & Co., A. N.	Grosvenor Bldgs., Steelhouse Lane.
Hughes, C.	35 Southam Road, Hall Green.
King Publicity Co., Ltd	22 Church Street.
Mundy, Gilbert & Trotman	86 New Street.
Orst, A.	52 Leyton Road, Handworth.
Parker, Maurice G.	Suffolk House, Suffolk Street.
Scott, R. A.	6 Livery Street.
Shaw, W. H.	27 Bordesley Street.
Siviter, Smith Service, Ltd.	Siviter House, Leedgale Hill.
Smith, George J., & Co.	20 Easy Row.
Smith, W. H., & Sons	34 Union Street.
Stevens, P. J.	23 Orchard Road, Erdington.
Taylor, H. Cecil	15 Grosvenor Buildings, Steelhouse Lane.
Wall, F. W.	Warwick Chambers, Corporation Street.
Westwood, George H.	32 Newton Road.
Thompson, A. W.	15 Summer Row.
Toon, S. D., & Heath, Ltd.	8 Holborn Chambers, Broad Street Corner,
Trout, Lawson E.	12 Bull Street.
BLACKPOOL	
Holt Service	20 Corporation Street.
Horsfall Advertising Co.	4 Queen Street.
Sharples, Thomas	Britannia Place, South Shore.
BOLTON	
G. W. Advertising Service	7 Deansgate.
Robey, John F., Advertising Service	17 Loxham Street, Great Lever.
BRADFORD	
Anderson's Advertising Agency	Bank Chambers, Town Hall Square.
Goldsbrough, A., Ltd.	27 Charles Street.
Hardy, Marshall Service, Ltd	Chariot Ho, Thurnscoe Rd,, Manningham Lane
Hearth, C., Bradford Agency	12 Market Street.
Richardson Service, Thorpe	5 Hustlergate.
Williams Advertising Offices	29 Kirkgate.
BRIGHTON	
Clayton & Co.	94 Queens Road.
Higgins, Cecil C., Service	7 St. Michaels Place.

(*Continued on page* 188)

PUT and KEEP Your Paper In Every Home By Making It Indispensable To Women!

Invisible Dress Patterns Will Do This!

Free To Your Readers

For the first four successive Sundays that a Sunday paper featured the Harry Collins Patterns, the actual increase in circulation was 12,581.

And the astonishing thing is that *these Free Patterns do not take up any space in your paper,* as they are printed under the news print, in a simple operation that does not require extra men.

Mimo Patterns, invisible to the naked eye, are brought out by a simple process. Every pattern is a Harry Collins design; every one is of the graduated, scientific type that would otherwise cost from seventy-five cents to one dollar.

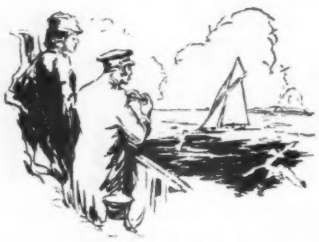
Thousands of patterns are sold every day. The Home Dressmaking movement is entering its peak year in 1924. Here is your opportunity to further Home Economy, increase your circulation, double and treble your advertisements from department stores and textile interests—and all without an inch of space in your paper.

Write today for complete details of how you can feature Mimo Patterns exclusively in your paper. Only one paper in any city can feature Mimo.

A Feature Always a Novelty. A Novelty Always of Use.

MIMO CORPORATION

598 Madison Avenue, New York



Your Majesty— There Is No Second!

So Queen Victoria was told when the America won her famous cup off Cowes in 1851.

So you will be told if you ask our clients about our features.

Hol-Nord never enters an established field. It leads the way to new fields with such distinctive features that **there can be no second.**

Suive Qui Peut

Hol-Nord Features

500 FIFTH AVENUE

LONGACRE 0987 CABLE "NORDHOL"

NEW YORK CITY

BRITISH AGENCIES—(Continued from page 186)

Name	Street Address
Kelly's Advertising Offices, Ltd	14 New Street.
West Hove Advertising Bureau	12 Boundary Road, West Hove.
BRISTOL	
Blackford & Co.	29 Queens Square.
Gordon Service	12 Colston Street.
Mountstephen Service	
BURY	
Lewis, E. L.	23 Waverly Road, Redland.
Partridge & Love, Ltd	Broadmead.
Thickett Advertising Service	9 Fleet Street.
Western Sales Promotion Agency, Ltd	53 Queen's Road.
CARDIFF	
Appleby, H. N., & Company	78 Queen Street.
Kernick & Sons	16 Moira Terrace.
Premier Advertising Service	67 Queen Street.
Sanders, Austin & Co., Ltd	50 Charles Street.
South Wales Agency	1 Plymouth Street.
CARLISLE	
Ashton Ridley	2 King's Arms Lane, English Street.
CHATHAM	
Mackay Agency	Fair Row.
COLCHESTER	
The Jefferies Advertising Service	
COVENTRY	
Peters, J., Heritage Service, Ltd	Midland Bank Chambers.
St. Elmo, Ltd.	(St. Elmo Studios) 7 Warwick Row.
DARLINGTON	
Ridley, H. B., Tyne to Tees Pub. Service	Grange Road.
DERBY	
Ball, J.	Derwent Chambers, Market Place.
FALMOUTH	
Edward Capern	
GLOUCESTER	
Thomas, W. George, Advertising Service	15 Worcester Street.
GRIMSBY	
Jackson, W. H., & Co.	318 Victoria Street.
Johnson, C. H.	
Spence, Tom	143 Cleethorpe Road.
Western Advertising Service	121 Cleethorpe Road.
HASTINGS	
Sewell Publicity Service	
HALIFAX	
Carr, Thomas, Advertising Service	45 Church Street.
Tower Publicity	Palatme Chambers, Market Street.
Whitehall Press & Publicity Agents	Whitehall Bldgs., Russell Street.
HUDDERSFIELD	
Courtman Stock Service	6 Market Place.
HULL	
Morison's Advertising Agency, Ltd	74 Lowgate.
Youngson, F., & Co.	165 Albert Avenue.
LEEDS	
Collinson's Agency	6 Upperhead Row.
Crowthers' Advertisements, Ltd	128 Albion Street.
Leeds Advertising Co.	Standard Buildings, City Square.
Roberts, R., & Co., Ltd	41 Camp Road.
Robinson, John	38 Park Row.
Short & Senior, Ltd	20 Corn Exchange.
Sterling, A. F.	3 Lumley Place, Burley Hill.
Storey, Evans & Company, Ltd	Larkfield, Rawdon.
Whitehall Advertising Agency	16 Whitehall Road.
Wood's Advertising Agency	Leopold Street.
LEICESTER	
Langlon's Agency	11 Welfords Place.
Montgomery Service	Atlas Chambers, Greyfriars.
Staynes Ad-Specialists	41 Belvoir Street.
Wilkes, Lavis & Co.	Corporation Bldgs., Horsefair St.
LIVERPOOL	
Arthur Advertising Service, James	38 Church Street.
Birchall, C., Ltd.	17 James Street.
Blakeborough Publicity Co., Ltd	Cooper's Bldgs.
Douglass, A. C., & Co.	640 Royal Liner Bldgs.
Forbes, Keir & Bullen, Ltd	105 Bold Street.
Forwood Service Company	101 Dale Street.
Furness, J., & Co., Ltd	62 Dale Street.
Guy's Publicity Company	14 Water Street.
Heywood-Court Service	80 Seel Street.
Holland, Geoffrey & Sons, Ltd	20 Duke Street.
Kitchen, Will., Service	3 Cable Street.
Lee & Nightingale	15 North John Street.
Littlebury Bros.	2 Crosshall Street.
Liverpool Exchange Press	12 Tithebarn Street.
Meredith, Mark	67 Dale Street.
Mersey Agency	67 Northumberland Street.
Peacock Service, S. C.	62 Dale Street.
Publishers & Advertisers, Ltd	Abbotsford Road, Blundellsands.
Randall's Advertising Agency	49 Whitechapel.
Rimmer's Agency	Hope Chambers, Dale Street.
Smith, George J., & Company	61 Lord Street.
United Agencies	3 Brunswick Street.
Vernon, C., & Sons, Ltd.	56 South Castle Street.
LINCOLN	
Lincoln Publicity, Ltd	5 Bank Street.
LOUGHBOROUGH	
Atkinson's Service	81 Queens Road.
LOWESTOFT	
Phillip's Ad Service	South View, Wellington Road.
MANCHESTER	
Ashburner, H. S., & J. A.	Waterloo Buildings, 10 Piccadilly.
Baird & Dawson	42 John Dalton Street.
Brandon's Agency	1 Park Place, Higher Broughton.
Browne, T. B., Ltd	52 Cross Street.
Clery & Smalley	5 Cathedral Yard.
Commercial Advertising Service, Ltd	54 Corporation Street.
Cross-Courtney, Ltd.	Atlantic Chambers, 7 Brazenose Street.
Emsley, J. H.	17 Broady Street, Stretford.
Farmer, Courtney D., & Co.	63 Moss Lane West.
[illegible]rrand & Co., Ltd	27 King Street.
[illegible] Steel & Co., Ltd	52 Cross Street.
[illegible]es, Ltd., Herbert	92 Market Street.
Heywood, John, Ltd.	121 Beansgate.

(*Continued on page* 189)

BRITISH AGENCIES—(Continued from page 188)

Name	Street Address
Heywood-Court Ad Service	25 Cross Street.
Hobson, C. W.	3 St. James Square.
Hopwood & Co., Ltd.	Deansgate.
I. D. L. Advtg. Service, Ltd.	99 Piccadilly.
Jackson, R. H., Ltd.	54 Cannon Street.
Kershaw, Thomas, Ltd.	36 Fairfield Street.
Manor Press, Ltd.	9 Bent Street, Cheetham.
Newby Shepherd Advertising Service	County Bldgs., Cannon Street.
Osborne-Peacock Co., Ltd.	11 Piccadilly.
Penwarden & Co., Ltd.	71 Market Street.
Pool's Advertising Service, Ltd.	Canada Chambers, 36 Spring Gardens.
Pratt & Co., Ltd.	57 Market Street.
Roe, F. John	15 Cross Street.
Stone, A. J., & Co.	343 Eccles New Road.
Varney, John, & Co.	418 Chester Road.
White, E. C.	24 Longstone Buildings, Cannon Street.
Wright, Norman, Ltd.	2 John Dalton Street.
MIDDLESBOROUGH	
Kidd, Ernest W.	Maritime Buildings.
NEWCASTLE-ON-TYNE	
Atracte Ad. Service	26 Northumberland Street.
Clarendon Publicity Service, Ltd.	71 Pilgrim Street.
Driffield's Agency	71 Pilgrim Street.
Goodwins Publicity Service	14 Grove Street.
Horn, Medhurst Service	Market Chambers, 33 Groat Market.
North of England's Agency	148 Westgate Road.
Osborne Studios (J. Murray)	9 Larkspur Terrace.
Pavement Publicity, Ltd.	1 Nicholas Bldgs.
Publicity Service Agency	Malcolm Bldgs., Carlotte Square.
Studio Carre	Central Bldgs., 9 Bigg Market.
Tully's, Ltd.	11 Brunswick Place.
NOTTINGHAM	
Andrews' Service	Wheeler Gate Chambers.
Boswell Studies, Ltd.	Park Row.
Commercial Agency	7 Low Pavement.
NORTHWICK	
Elise Barker Advtg. Service	
PLYMOUTH	
Butchers' Advertising Agency	13 Frankfort Street.
PRESTON	
Lindley, Ltd., John	25a Winckley Square.
RAMSGATE	
Thanet Publicity Service, Huddlestone, J. T.	17 Chapel Place.
READING	
Grantham, A. H., & Company	Valpy Street.
Turner, A. Hermon	King Street.
SHEFFIELD	
Alfred Bushy	139 Blair Athol Road.
Black, Arthur A., Ltd.	6 Bank Street.
Kellett, Ltd., F.	25 Wellington Street.
Steel, J.	225 Ellesmere Road.
SAWBRIDGEWORTH. Herts	
Allan's Advertising Agency	
SOUTH SHIELDS	
Crabbe, J. B.	96 Westoe Road.
STOCKPORT	
Countiss Advertising Co.	Prudential Bldgs., St. Petersgate.
Orion Publicity Service, Ltd.	Mansion House Chambers, High Street.
SWANSEA	
Bart Cronin Advtg. Agency	
TAUNTON	
Clarke, C. G.	145 Greenway Road.
WARRINGTON	
Light, Ernest, & Co.	Horsemarket Chambers.
WEST BROMWICH	
Ellison, H. N.	5 Bull Street.
WESTON-SUPER-MARE	
Flook & Sons	Paragon Road.
CHANNEL ISLANDS	
Sheridan's Publicity Service	21 Broad Street, Jersey.
YORK	
Williamson's Agency	32 Coney Street.
IRELAND	
BELFAST	
Travers & Co.	10 Arthur Street.
McCaw, Stevenson & Orr, Ltd.	Linenhall Works.
DUBLIN	
Arrow Publicity Service	Parliament Street.
Eason & Son, Ltd.	40 Lower Sackville Street.
Kenney's Advertising Agency	65 Middle Abbey Street.
Milne, C. & Co.	10 South Frederick Street.
McConnell Advertising Service	10 St. Brunswick Street.
O'Keefe's Advertising Agency	
Parker, John H. & Co.	43 Dawson Street.
SCOTLAND	
DUNDEE	
Atlas Press, Ltd.	12 Whitehall Crescent.
Campbell Son & Co.	10 Reform Street.
EDINBURGH	
Aitken Service, Ltd.	20 George Street.
Cuthbertson, D. C., & Co., Ltd.	100 Princes Street.
Dorland Agency, Ltd.	2 George Street.
Keith & Co.	2 Castle Street.
Maclean Advertising Agency	8 Rutland Square.
Menzies, John, & Co., Ltd.	6 Castle Street.
Northern Advertising Agency	105 Hanover Street.
Paton, R., Brown	Blackford's Glen Road.
Robertson & Scott	73 Hanover Street.
Simons, Fred. L.	3 Frederick Street.
Slaughter & Company	North Bridge.
Still Service	71 George Street.
Stanley Agency	7a Hope Street.
GLASGOW	
Arthur's Advertising Agency	8 Blythswood Square.
Brown, R. G.	166 Buchanan Street.
Browne, T. B., Ltd.	1 Blythswood Square.
Cosmos Studios	136 Wellington Street.

(Continued on page 190)

CONNECTICUT IS THRIFTY

Connecticut is an industrial empire built by Yankee ingenuity and thrift. It stands high in per capita savings deposits, taxable property, bank clearings, postal receipts, automobiles, telephone, gas and electrical connections and other accepted criterions of wealth.

Bridgeport Is Prosperous

Bridgeport is Connecticut's largest industrial city. Her products ranging from hooks and eyes to automobiles are sold throughout the world. Bridgeport is shopping headquarters for a quarter of a million people. Her skilled workers earn good pay.

It Can Be Thoroughly Covered At One Low Cost

This big market can be easily reached at one low cost. The Post-Telegram, with a rate of 15c per line, has a circulation of 46,673. Ninety-eight per cent of this circulation is concentrated within 10 miles of the city hall. Complete coverage at one low cost!

THE BRIDGEPORT POST-TELEGRAM
THE BRIDGEPORT SUNDAY POST

The Only A. B. C. Newspapers in Bridgeport

The World's Money
Comes to
AKRON!

No port, no city, no frontier trading post is left untouched by **some** useful article stamped "Made in Akron, O., U. S. A."

This means good hard dollars always coming INTO Akron, in exchange for rubber goods going FROM Akron. AKRON people spend this money. **In Akron.**

And, like folk in other thrifty, money making communities, they are newspaper readers, and shop FIRST in the newspaper of their choice.

A considerable portion of them choose THE AKRON PRESS.

Your product, if it is to sell to the greatest number of possible buyers, buyers who earn good money, save some and spend the rest, SHOULD be advertised in the productive city of AKRON.

If it is to reach responsive Akron buyers, it MUST be in

The AKRON
PRESS

represented nationally by

ALLIED NEWSPAPERS, INC.

CHICAGO
5 North Wabash Ave.

NEW YORK
52 Vanderbilt Ave.

Cleveland Cincinnati San Francisco

BRITISH AGENCIES—(Continued from page 189)

Name	Street Address
Cuthbertson, D. C., & Co., Ltd.	38 Bath Street.
Duke, J. S.	39 Hope Street.
Glasgow Advertising Co.	311 Hope Street.
Globe Advertising Co., Ltd.	170 Hope Street.
Howat Advertising Service	45 Hope Street.
Macduff & Co., Ltd.	94 Hope Street.
Macphail Advertising Service, Ltd,	82 Gordon Street.
Manzies, John & Co.	90 West Nile Street.
McMurtie, Ltd.	11 Bothwell Street.
McRae & Melvin	412 New City Road.
Menzies, Peter A.	54 Gordon Street.
Milln, G. H.	53 Waterloo Street.
Mitchell's Advertising Agency	68 Gordon Street.
North British Co., Ltd.	87 Union Street.
Osborne-Peacock Co., Ltd.	82 Gordon Street.
Porteous, Wm., & Co.	9 Royal Exchange Place.
Scrimgeour, John	13 St. Vincent Place.
Sharp, A. F. & Co.	14 Royal Exchange Square.
Simpson & Gemmell	164 Howard Street.
Sommerville & Milne	26 Bothwell Street.
Vernon, C. & Sons, Ltd.	36 North Frederick Street.
Watson, C. P.	33 Renfield Street.

BRITISH JOURNALISTS' ASSOCIATIONS

NATIONAL UNION OF JOURNALISTS, 180 Fleet Street, London, E. C. 4. Objects: To defend and promote the professional interests and status of its members with regard to salary, conditions of employment, tenure of office. It pays out of work benefit, and makes benevolent, widow and orphan, and war distress grants. It is an Approved Society under the British National Health Insurance Acts, and also carries out the provisions of the British Unemployment Insurance Acts, 1920-21. It is a Registered Trade Union. Officers: President, Mr. T. A. Davies; Vice President, Mr. W. Meakin; Hon. Treasurer, Mr. W. Veitch; Editor of the official organ (The Journalist), Mr. T. Jay; General Secretary, H. M. Richardson. Qualifications for membership: A man or woman shall have been three years in journalism and shall be dependent upon his or her own journalistic work. Newspaper proprietors, managers, and directors are not eligible. Subscription: Five shillings a month for full members and half-a-crown for probationary members; that is, persons of less than three years' experience. Meetings: The Executive meets at least quarterly, and there is an Annual Meeting of Delegates from each of the 91 branches. Affiliated to the Printing and Kindred Trades Federation of the United Kingdom, and to the Trade Union Congress.

NATIONAL EXECUTIVE. *Members of Emergency Committee. †Members of Finance Consultative and Propaganda Committee. Officials: †*W. Meakin (President); *T. K. Sledge, Leeds (Vice-President); †*T. Foster, Streatham, London (Hon. General Treasurer); *T. Jay, Bristol (Editor of The Journalist); H. M. Richardson (Gen. Secretary), head office, 180 Fleet Street, E. C. 4; C. J. Bundock (National Organizer), head office, 180 Fleet Street, E. C. 4. Territorial Members: †W. Betts, London; F. W. Bill, Norwich; †* J. E. Brown, Redhill, Surrey; D. Cope, Sheffield; T. S. Dickson, Larkhall, Lanarkshire; *E. J. T. Didymus, Southsea; *Harold Downs, Bath; W. E. Hindle, Blackburn; J. Joss, Arbroath; D. Lewis, Barry; W. G. Mitchell, Bishop Auckland; *H. D. Nichols, West Didsbury, Manchester; H. A. Raybould, Dudley; C. Rees, Birkenhead; A. J. Rhodes, Plymouth; John Watt, Bo'ness. National Members: *T. A. Davies, Cardiff; *J. Haslam, Withington, Manchester; †*C. P. Robertson, London, W. Trustees: W. Betts, London; F. J. Mansfield, London; C. E. Turner, Withington, Manchester.

INSTITUTE OF JOURNALISTS, 2 Tudor Street, London, E. C. 4. Founded in 1884, the Institute of Journalists is the Chartered Professional Corporation organized and equipped for the purpose of maintaining the status, rights and privileges of the general body of working journalists. It resolutely safeguards their interests, and continually prevents or checks attempts at encroachments. Unemployment and provident Funds are attached to the Institute. Officers for 1924: President, Mr. Fredk. Peaker (Fellow), of London; Vice-Presidents, Mr. Chas. Wells (Fellow), of Bristol, and Mr. Geo. Springfield (Fellow), of London; Hon. Vice-Presidents, Mrs. Carruthers (Fellow), of London, Messrs. Chas. A. Cornish (Fellow) of Birmingham, H. W. Dawson of Edinburgh, W. Reeve Fowkes (Fellow) of Leeds, Thomas Greene (Fellow) of Newcastle-on-Tyne, Rt. Hon. Thomas Moles, M.P., of Belfast, Bernard Weller (Fellow) of London, G. A. L. Green (Fellow) of South Africa, The Hon. W. H. Triggs of New Zealand, and J. E. Woolacott of India; Hon. Treasurer, Mr. Arthur E. Watson (Fellow) of London; Hon. Secretaries, Messrs. William Latcy (Fellow) of London, Henry Lashmore (Fellow) of Southampton, S. Digby of India, E. F. Jenkins of South Africa, and A. W. Still (Fellow) of Straits Settlements; Hon. Editor "Institute Journal," Mr. Geo. Springfield (Fellow) of London. Qualification of Membership: A Member shall have been for not less than three years professionally, habitually, and as his sole and chief occupation engaged in journalism. Subscription: 31s. 6d. per annum (Entrance Fee 10s. 6d.), or, including special Unemployment Benefit, 42s. per annum. Overseas members 21s. per annum.

PRESS CLUB, LTD., St. Bride's House, Salisbury Sq., Fleet Street, London, E. C. 4. Objects: To provide social amenities for journalists in London and the country and for visiting journalists to London. Officers: President, Viscount Burnham, C. H.; Chairman, Wm. H. Lock; Hon. Secretary, Chas. R. Symes; Hon. Treasurer, R. Montague Smith; Hon. Assist. Secretary, Walter J. Mayne; Hon. Assistant Treasurer, Fred C. Sawyer. Members of journalistic, musical and artistic professions are eligible. Subscription: £1 1s. per annum. Affiliated to other Press Clubs in England.

THE WRITERS CLUB, 10 Norfolk Street, Strand, W. C. 2. Objects: Social, for women engaged in literary or journalistic work. Founded in 1891. Officers: Chairman of Committee for 1924: Mrs. Margaret L. Woods; Hon. Secretary and Treasurer, Miss Lyra R. Mitchell. Membership qualifications: Professional work of literary or journalistic nature. Subscription: Town, £3 3s.; Country, £2 2s. Entrance Fee, £1 1s. Meetings: Dinner and Debates monthly. Home Tea weekly on Fridays.

LYCEUM CLUB, 138 Piccadilly, London, W. 1. Objects: The Lyceum Club was founded to focus the work of women in art, literature, science, medicine, music, public service, journalism, drama, and other important directions. Officers: President, The Marchioness of Aberdeen and Temair; Vice President, Lady Strachey; Executive Committee: Chairman, Dr. Dickinson Berry; Vice Chairman, Mrs. Champion de Crespigny; Deputy Vice Chairman, Miss McLeod Moore; Committee, Lady Beachcroft, Miss Sarah Clegg, Miss Millicent Coles, Lady McKenzie Davidson, Mrs. Beatoul Esler, Mrs. Furmage, Mrs. Menda Gibson, Mrs. Romanne James, Dr. Sophia Jex-Blake, Miss Winifred Mayo, Mrs. Clarke Nuttall, M.Sc., Dr. Raisin, Mrs. Henry Ruffer, Miss Sloane, Mrs. Smedley, Miss E. M. Tait. Subscriptions: Town, £5 5s. Country, £4 4s. Entrance Fee, £2 2s. Meetings: Club Dinners and Discussions, each Monday. Affiliated Organizations: Lyceum Clubs Overseas: Athens, Basle, Berne, Barbados, Brussels, Florence, Geneva, Gothenburg, The Hague, Hobart, Lausanne, Melbourne (Victoria), Milan, Nice, Paris, Rome, Stockholm, Sydney.

ASSOCIATION OF WOMEN JOURNALISTS, Sentinel House, Southampton Row, London, W. C. 1. Founded for the association of women engaged in journalism, either as writers, or artists in black and white, in the United Kingdom, the Colonies and abroad, and for promoting and protecting the personal and professional interests of its members and to maintain and improve the status of journalism as a profession for women. Officers: President, 1923-1924, Viscountess Rhondda; Chair, Lady Brittain; Hon. Secretary, Mrs. E. A. Binstead. Subscriptions: Organ, "The Woman Journalist Bi-monthly," Town, £1 1s. per annum; Country or Foreign, 7s. 6d. per annum. Affiliated to the League of American Penwomen, and the Canadian Women's Press Club.

PARLIAMENTARY PRESS GALLERY, Press Gallery, House of Commons, London, S. W. 1. Consists of journalists accredited to British and Dominion Newspapers possessing the right of entry (granted by the Speaker of the House of Commons) to the Press Galleries of the Houses of Parliament. The Press Gallery elects its committee of twelve members once a year. This committee acts as the liaison between the Gallery members and the Serjeant-at-Arms of the House of Commons and Black Rod of the House of Lords. Otherwise its functions are of a nature domestic to the members of the Press Gallery. Chairman for year 1923, Mr. Wm. Sidebotham (Exchange Telegraph); Hon. Secretary, Mr. William Veitch (Aberdeen Press and Journal); Hon. Treasurer, Mr. V. W. A. Harvey (Reuters); Hon. Librarian, Mr. C. Giles (Press Association). In connection with the Gallery there exists a Press Gallery Trust Fund to relieve immediate distress on the part of Gallery members, ex-members, and their relatives.

LONDON UNIVERSITY JOURNALISM STUDENTS UNION, University College, London, W. C. 2. Members: All students of the Journalism Course at the University of London are eligible for membership, the subscription is 5s. per session. Officers: President, Mr. Leonard Bosse (University College); Hon. Secretary, Miss White (University College); Hon. Treasurer, Miss Isaacs (King's College). Committee: Mr. Toksvig (King's), Miss Haldinstein (University), Mr. Harding (East London), Miss Finlay (University), Miss Dempster (King's). Committee consists of the officers and five members, elected from the body of the Union irrespective of the college to which they belong.

(Continued on page 192)

Who's Who in Washington

——*and why*

During 1923, among Washington's five good daily newspapers, the "Washington Times" again registered one of the biggest display advertising *gains* in its history, with an increase of

1,367,279

LINES

—the *gain* in national advertising alone amounting to

307,218

LINES

—an increase far in excess of the combined gain of all other Washington newspapers—the "Times" carrying 31.6% of all national advertising placed in Washington's four principal dailies.

Concrete evidence of appreciation from the men who are paying the advertising bills, both local and national advertisers who recognize that the Washington of *today* is a cosmopolitan city of half a million people—a typically metropolitan audience that demands a young, progressive newspaper which functions—not only as a newspaper—but as a great public service.

Thus the "Times" plays its important part in the Nation's Capital. It costs more—and is worth more—to *buying* Washington.

That it *produces* more is best demonstrated by the actual performance of advertisers who, during 1923, displayed a great and growing preference for the "Times" as an advertising investment—a dollar and cents preference not due to philanthropic reasons.

For in Washington—as elsewhere—*there is no substitute for results.*

WASHINGTON TIMES

Represented in New York, Boston, Chicago, St. Louis, Detroit and Los Angeles by the G. Logan Payne Company and Payne, Burns & Smith.

IN 1923

The Providence Journal

(MORNING AND SUNDAY)

AND

The Evening Bulletin

PRINTED

21,973,132 lines

of paid advertising

This is a gain of 1,503,887 lines over 1922, the best previous record. It is also the largest volume of paid advertising ever carried by any morning, evening and Sunday combination in New England in any one calendar year. The reason for this splendid showing is to be found in the one word—

RESULTS

The sworn net paid circulation figures for the 12 months ending December 31, 1923, were as follows:

The Providence Journal - - - - - 33,833

The Providence Sunday Journal - - 58,523

The Evening Bulletin - - - - - - 61,958

This makes a new high record for all three newspapers, which indicates the confidence in which they are held by the people of Rhode Island.

Providence Journal Co.

Providence, R. I.

REPRESENTATIVES

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

BRITISH JOURNALIST ASSOCIATIONS

(*Continued from page 190*)

JOURNALISM STUDENTS' UNION, King's College, Strand, London, W. C. 2. A postgraduate association of students who have passed through the courses of journalism at the London University College.

ADVERTISING CLUBS OF THE WORLD IN LONDON

INTERNATIONAL ADVERTISING CONVENTION, 1924, at the British Empire Exhibition, Wembley, near London, England, July 14 to July 19, 1924. Convention Offices in London, Sentinel House, Southampton Row, London, W. C. 1. Presidents: The Rt. Hon. the Lord Mayor of London (Sir Louis Newton), the Rt. Hon. Viscount Burnham, the Rt. Hon. Viscount Leverhulme. Executive Council: The Executive Council will control the various sub-committees hereinafter named. This Council consists of the following: C. Harold Vernon, Chairman; John Cheshire, Vice-Chairman; W. S. Crawford, Philip Emanuel, J. C. Akerman, H. Samson Clark, W. B. Robertson, H. S. Imber, T. W. McAra, S. G. Haughton, Miss M. J. Lyon, S. D. Nicholls, H. C. Paterson, Arthur Chadwick, H. T. Humphries, Eric Field, T. B. Lawrence, U. B. Walmsley, Ivor Fraser, Robt. Thornberry, Thos. Russell, Walter Hill, Fernand A. Marteau, A. E. Goodwin, H. Thomson Clark, Geo. Springfield, Geo. Scott, Henry Burton, James Strong.

General Committee: Chairman, C. Harold Vernon.

Thirty Club of London—Represented by C. Harold Vernon, John Cheshire, W. S. Crawford, Philip Emanuel and members.

Newspaper Proprietors' Association—Lieut.-Col. E. F. Lawson, D.S.O., M.C., B. F. Crosfield, T. W. McAra.

Weekly Newspaper and Periodicals Proprietors' Association—George Springfield, C. R. Johnson, S. H. Perren, E. S. Agnew.

Newspaper Society—Sir James Owen, Valentine Knapp, Frederick L. Armstrong.

Scottish Daily Newspaper Society—H. Thomson Clark, H. J. Lees, J. A. W. Modle.

British Association of Trade and Technical Journals (now amalgamated with W.N.P.F.A.)—Sir Edward Iliffe, Percival Marshall.

Association of British Advertising Agents—James Strong, W. H. Carr, A. J. Greenly.

A.B.A.A. Audit Bureau—Philip Benson, R. J. Sykes, Paul E. Derrick.

Association of Advertisement Managers—H. C. Paterson, F. Osborne, A. Shewin-Thomas.

Inc. Sales Managers' Association—Arthur Chadwick.

Inc. Society of Advertisement Consultants—Thomas Russell.

Inc. Association of Retail Distributors—T. Ernest Jackson.

Inc. Society of British Advertisers—N. P. Kingzett, J. A. Kenningham, H. T. Humphries.

Aldwych Club—V. J. Reveley, E. T. Nind, W. H. Beable.

Publicity Club of London—Robert T. Thornberry, Roy Hardy, J. D. Mugford.

Fleet Street Club—Charles Crane, Gilbert A. Godley, A. Harold Paine.

United Billposters' Association—W. E. Bigg, Walter Hill, Charles Pascall.

London Billposters' Association—Henry Burton, Geo. Davey, J. Richards.

British Association of Display Men—E. Wilson, L. Feery, W. Rowe.

Federation of Master Process Engravers—A. Dargavel, A. Craske, F. H. Vaus.

Federation of Master Printers—Col. H. Rivers Fletcher, W. B. Wykes, C. Arthur Bates, A. E. Goodwin.

Advertising Club of Ulster—Sam G. Haughton.

Irish Newspaper Society—J. J. Symington.

Women's Advertising Club of London—Miss Marion Jean Lyon, Miss Meerloo, Miss F. Bangster.

London Chamber of Commerce (Advertising Section)—Lord Blyth, J. Gray Buchanan, J.P., A. E. Canney.

Regent Advertising Club—H. T. Widgery.

Publicity Club of Liverpool—C. Forbes Kelt, C. F. Rymer, Geo. Thompson.

Continental Interests—Fernand A. Marteau.

Official Convention Secretary—Andrew Miller.

Full particulars of other committees and general progress will be given in EDITOR & PUBLISHER week by week.

BRITISH ADVERTISING ASSOCIATIONS AND CLUBS

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., 134 Fleet Street, London, E. C. 4. (Branch offices: Veno Bldgs., Manchester; 22 Renfield Street, Glasgow). Objects: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, economical, etc.), and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of the British National Advertisers. Officers: Vice Presidents: Lord Leverhulme, Sir Jesse Boot, Bt., Sir Herbert T. F. Parsons, Bt., Sir Hedley F. Le Bas. Honorary Central Executives: Mr. W. H. Hartley (Chairman) (International Multigraph Co. (Britain) Ltd., Mr. A. C. Beet (United Dairies, Ltd.), Mr. Alan Bruce (Debenham's Ltd., representing the London Fur Trades Association), Mr. F. E. Dadd (Sturtevant Engineering Co., Ltd.). Mr. A. Drummond (Drummond Bros. Ltd., representing the British Tool Trade Association), Mr. A. W. Fisher (J. Pullar & Sons Ltd., representing the National Federation of Dyers and Cleaners), Mr. F. W. Goodenough (representing the British Commercial Gas Association), Mr. H. G. E. Greville (Anglo-American Oil Co., Ltd.), Mr. P. C. V. Grigsby (Lewis Berger & Sons, Ltd.), Mr. H. E. Hobbs (Spratts Patents, Ltd.), Mr. J. A. Kenningham (Condy & Mitchell, Ltd., and Secretary of the Association of Manufacturers of British Proprietaries), Mr. A. C. McLellan (representing the Office Appliance Trades Association), Mr. Russell Rumney (Ridges Food Co.), Mr. D. Schofield (McDougalls, Ltd.), Mr. D. Ventura (Australian Soap Co.), Mr. E. B. Vignoles (Evershed & Vignoles, Ltd., and Chairman of the Engineering Section), Mr. H. R. Watling (representing the British Cycle & Motor Cycle Manufacturers & Trades Union, Ltd.). Representing Northern Executive), Mr. A. W. Fisher (Puller's, Ltd., representting Scottish Executive), Mr. J. D. C. MacKay (School of Accountancy, representing Scottish Executive). Also Provincial Executives in Scotland and Northern England. General Secretary (London), H. T. Humphries; Secretaries, Provincial Executives, B. A. Ward (Manchester), D. J. Black (Glasgow). Membership subject to election by Hon. Central Executive. Open to all who buy but do not sell space, materials or service. Subscriptions grading from £5 5s. to £21 a year, according to advertising outlays. Meetings held in London once a month, with occasional special meetings in other centres as circumstances require. Members include some 300 of the leading national advertisers. Several of the larger business organizations are affiliated.

NATIONAL ADVERTISING SOCIETY, 61 Fleet Street, London, E. C. 4. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913. Officers: President, The Rt. Hon. Viscount Astor; Vice Presidents, Viscount Burnham, C. H., Viscount Hambleden, Viscount Leverhulme, Viscount Rothermere, Lord Dewar, Lord Riddell, Sir Frank Newnes, Sir Edward Hulton, Sir W. F. Berry, Sir Herbert E. Morgan, K. B. E., Sir Charles W. Starmer, Mr. T. P. O'Connor, M. P., Mr. Walter Holden; Trustees, Viscount Burnham, C. H., Viscount Leverhulme and Mr. Walter Holden; Hon. Chairman, E. W. Barney; Hon. Vice Chairman, E. T. Nind; Hon. Committee, Mrs. E. M. Wilson, Miss M. J. Lyons, H. C. Janning, M. Blythe, Samson Clark, C. D. Fennedge, F. Johnston, G. J. Orange, C. R. R. F. Osborne, H. C. Paterson, A. Richardson, J. H. Salt, G. Scott, A. H. Simpson, E. Evan Smith; Hon. Treasurer, Jas. Strong; Hon. Secretary, Robert J. Owen.

ASSOCIATION OF BRITISH ADVERTISING AGENTS, INC., 110 St. Martin's Lane, London, W. C. 2. An association of many of the leading advertising agencies in Great Britain but not inclusive of all. Officers: President, L. O. Johnson (C. Mitchell & Co., Ltd.); Vice President, H. L. Mather (Mather & Crowther, Ltd.); Hon. Treasurer, Lionel Jackson (G. Street & Co., Ltd.); Hon. Secretary, Philip Benson (S. H. Benson, Ltd.); Secretary, M. Thunder. A separate organization registered as the "Association of British Advertising Agents Audit Bureau Limited" has now been formed to deal with net sales, but only members of this association are eligible for membership of the Bureau. The officers of the Bureau are: Philip Benson, Chairman; H. G. Saward, Hon. Secretary; R. J. Sykes, Hon. Treasurer.

ALDWYCH CLUB, LTD., 18 Exeter Street, Strand, London, W. C. 2. A social club of advertising men and business men connected with the Press. Officers: President, Lord Beaverbrook; Chairman, Wareham Smith; Secretary, E. T. Nind; Treasurer, Eric A. Field. Subscriptions, £6 6s. per annum. Entrance Fee, £6 6s. Affiliated to A. A. C. of W.

THIRTY CLUB OF LONDON, 233 High Holborn, London, W. C. 1. Devoted to the betterment of advertising. President, C. Harold Vernon, 38 Holborn Viaduct, London, E. C.; Vice President, John Cheshire, Lever House, Blackfriars, London, E. C.; Hon. Secretary, W. S. Crawford, 233 High Holborn, London, W. C.; Treasurer, Philip Emanuel, 93 Long Acre, London, W. C. The Club meets monthly. Subscription, Three Guineas per annum. As its name implies, the active membership is limited to thirty. The President, C. H. Vernon, is Chairman of District 14, A. A. C. of W., with which the Club is affiliated.

PUBLICITY CLUB OF LONDON, Hotel Cecil, Strand, London, W. C. 2. Objects: To provide facilities for lectures, discussions and debates upon all matter pertaining to advertising; to arrange instructional visits to printing, paper, blockmaking and other works of interest to advertising men and women; to gather information upon any matters pertaining to advertising and to record same; to establish and maintain a Reference Library for the use of members, to publish reports of the Club's meetings and any other matter which the executive shall deem desirable; to form local branches and generally to take any other steps which the executive may deem expedient to promote the welfare of the Club. Has over 600 members. Names of Officers: Chairman, Mr. R. T. Thornberry; Hon. Treasurer, Mr. E. J. Peacock; Hon. Secretary,

(*Continued on page 194*)

NOW!

In San Francisco

The Daily News

Is Second

in the evening field

exceeding the former second paper in total advertising

Total lineage for November and December is shown in the comparison below:

	November	December
S. F. Call-Post	791,700 lines	747,096 lines
S. F. Daily News	**663,530 lines**	**591,360 lines**
S. F. Bulletin	620,410 lines	573,356 lines

This heralds an important advertising change in San Francisco. Jumping from third to second place was a natural and fully expected climax to the Daily News' remarkable advertising and circulation achievements in 1923. Month by month this paper has grown! Final figures for the year show that The Daily News also

Made the Largest Advertising Gain in San Francisco During the year 1923

Daily News	**Gained**	**1,449,784 lines**
Call-Post	Gained	1,236,746 lines
Examiner	Gained	1,125,940 lines
Chronicle	Gained	600,054 lines
Bulletin	Gained	4,522 lines

And here's the reason: In 1923 The Daily News reached its highest total in circulation—was FIRST in home-delivered circulation in the evening field and Second in home-delivered circulation in San Francisco. The Daily News DOES reach the home!

National Advertising Representatives

ALLIED NEWSPAPERS, Inc.

New York: 52 Vanderbilt Ave. **Chicago: 5 North Wabash Ave.**

Cleveland **Cincinnati** **San Francisco**

Note: All figures quoted were compiled by the Oakland Tribune and are reproduced through courtesy of that paper.

Addressing and Mailing Machines For Every Purpose

The greatest system ever devised for handling mailing lists of any size for any purpose. All operations are done at high speed and printing process is done over a rotary drum, assuring perfect printing and keeping down the cost of addressing and mailing.

With this system the Circulation Manager has the lists under his personal observation and supervision—every new name, renewal, change of address, stop, etc., is taken care of up to within an hour of going to press or office closing time.

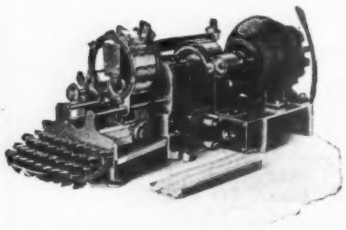
Get away from the old galley system; use your linotype machine for other purposes; increase the efficiency of both the circulation and mail room departments.

Ask any of the following newspapers who use the Pollard-Alling system to tell you what they think of it.

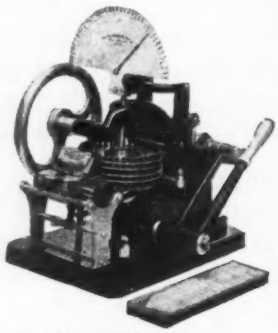
Newspapers Using The Pollard-Alling System

*Kansas City Star
*Kansas City Times
Kansas City Journal-Post
Kansas City Daily Drovers Telegram
St. Louis Globe-Democrat
Montreal Star
Des Moines Register & Tribune
*St. Paul Dispatch
*St. Paul Pioneer Press
*Oklahoma City Oklahoman
*Oklahoma City Times
*Atlanta Constitution
Chicago Daily Drovers Journal
*Topeka Daily Capital
Philadelphia Inquirer
New Orleans Times-Picayune
Lansing (Mich.) State Journal
Wichita (Kan.) Eagle
Baltimore Sun
Forward (Jewish daily), New York, N. Y.
Burlington Free Press, Burlington, Ver.
*St. Paul Daily News
Omaha Bee
*Omaha Daily News
Brooklyn, N. Y., Daily Eagle
Middletown, N. Y., Herald
Rochester, N. Y., Democrat & Chronicle
Minnesota Daily Star, Minneapolis
L'Evenement, Quebec, Canada

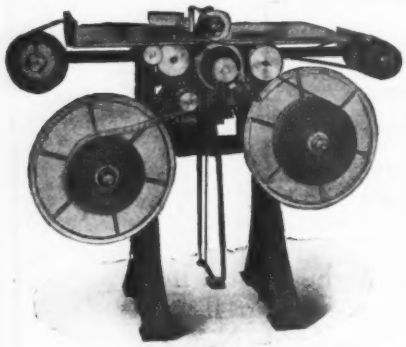
*All these newspapers use our Automatic Mailing Machine—printing name and address of subscriber on margin of papers at speed of 12,000 to 15,000 per hour. Write to them or to us and learn about big saving effected in mailing costs.



Reliefograph (Power Driven)
Reliefograph, for embossing names, addresses, etc., on aluminum plates; equipped with one-sixth horse-power motor. Capacity, 250 name plates per hour.



Style "C" Reliefograph
Operated by hand lever, not motor driven—capacity 50 embossed plates per hour. Absolutely noiseless.



Style "H"—motor driven Addresser
Equipped with one-sixth horse power motor and counter. Prints addresses for mailer strip on paper in rolls, office proof for reference, newspapers and publications directly on margin, cut wrappers, envelopes, bills, statements or anything to be addressed. Capacity, 12,000 addresses on mailer strip or proof per hour, 3000 addresses on anything hand fed per hour.

No matter what system you are using now, if your list is over 3,000 we can save you money. Write for particulars giving us the size of your list, nature of your business and frequency of addressing. There is scarcely a daily newspaper mailing list too large to be handled by one person with the Pollard - Alling tem.

POLLARD-ALLING MANUFACTURING CO.

Addressing and Mailing Machines.

220-230 W. 19th St., New York City

BRITISH ASSOCIATIONS AND CLUBS

(*Continued from page 192*)

Mr. D. J. Mugford, 36 Leadenhall Street, London, E. C. 3. Subscription: 21s. per year. Frequency of meetings: Every fortnightly Monday. Affiliated to the A. A. C. of W.

WOMEN'S ADVERTISING CLUB OF LONDON. President, Miss Marion Jean Lyon, "Punch" Offices, 10 Bouverie Street, E. C.; Hon. Secretary, Miss E. J. MacLachlan, W. S. Crawford, Ltd., 233 High Holborn, W. C. Affiliated with A. A. C. of W.

REGENT AD CLUB. President, Major T. Worswick, Polytechnic, Regent Street, W.; Chairman, Cyril Freer, 3 Russell Chambers, Holborn, W. C.; Hon. Secretary, Miss Muriel G. Atkins, 5 Talbot Houses, S. E. Affiliated with A. A. C. of W.

PUBLICITY CLUB OF LIVERPOOL. Chairman and President, C. F. Rymer, Publicity Club Liverpool, Liverpool; Joint Hon. Secretaries, Douglas Munro, Press Club, Liverpool; T. W. Roberts, 20 Carlton Bldgs., Rumford Street, Liverpool. Affiliated with A. A. C. of W.

ADVERTISING CLUB OF ULSTER. President, S. G. Haughton, Frazer & Haughton, Culleybackey, Co. Antrim, Ireland; Hon. Secretary, Victor Salter, 124 Royal Avenue, Belfast. Affiliated with A. A. C. of W.

PUBLICITY CLUB OF IRELAND, 65 Middle Abbey Street, Dublin. Committee: Sir T. Robinson, Messrs. R. A. Bolton, F. P. Douglas, R. Evans, W. Morrison Gibb, P. J. Gillespie, T. A. Grehan, H. Jauncey, K. J. Kenny, W. E. Magill, J. Malone, C. E. McConnell, F. T. Montford, F. M. Summerfield and Brian D. O'Kennedy, Hon. Secretary.

LEEDS PUBLICITY CLUB, Leeds, Yorkshire. In process of formation at time of going to press.

BRITISH ASSOCIATION OF DISPLAY MEN. President, E. Willson, Kodak, Ltd., Belsize Road, Kilburn, N. W.; Vice President, G. W. S. Deadman, Army & Navy Stores, Victoria, S. W.; Secretary, Miss J. I. Chenery, 43 Blandford Street, W. 1. Affiliated with A. A. C. of W.

FEDERATION OF MASTER PRINTERS. President, Col. N. Rivers, Fletcher Castle Works, Norwich; Secretary, A. E. Goodwin, 24 Holborn, E. C. 1. Affiliated with A. A. C. of W.

INCORPORATED SALES MANAGERS' ASSOCIATION. Chairman, Arthur Chadwick, Amalgamated Publicity Service, Bucknall Street, W. C.; President, G. S. Stevens, Eucryl Ltd., 138 Boro' High Street, S. E.; Hon. Secretary, S. F. Talbot, Sentinel House, Southampton Row, W. C. Affiliated with A. A. C. of W.

INCORPORATED SOCIETY OF ADVERT. CONSULTANTS. President, Thos. Russell, Clun House, Surrey Street, W. C.; Hon. Secretary, William T. Moss, Clun House, Surrey Street, W. C. Affiliated with A. A. C. of W.

LONDON CHAMBER OF COMMERCE ADVERTISING SECTION. President, Lord Kylsant, D. C. M. G., Chelsea House, Cadogan Place, S. W.; Secretary, A. de V. Leigh, 97 Cannon Street, E. C. 4.

AMERICAN CHAMBER OF COMMERCE IN LONDON, 8 Waterloo Place, London, S. W. 1. An association of business men whose first aim is to provide all advice and help in promoting business relations between Great Britain and the U. S. President, *F. E. Powell (Anglo-American Oil Co., Ltd.); 1st Vice President, *J. Grant Forbes (Blair & Co. (London), Ltd.); 2nd Vice President, *F. W. Libby; Hon. Treasurer, *Robert Grant, Jr. (Higginson & Co.); Hon. Secretary, *W. T. Coe (Consolidation Coal Co.); Consulting Directors, The American Consul General in London, the Commercial Attaché to the American Embassy, the Counsellor to the American Embassy; Directors, R. H. Cabell (Armour & Co., Ltd.), *Frederic Carroll (Corn Products Co., Ltd.), G. M. Cassatt, Paul E. Derrick (Paul E. Derrick Advertising Agency, Ltd.), M. C. Dizer (Hoover Suction Sweeper Co., Ltd.), Robert Frothingham, Jr. (Merkham Trading Co., Ltd.), Wm. Gourlay (American Express Co., Inc.), E. B. Lane (Remington Typewriter Co., Ltd.), George A. Mower (Sturtevant Engineering Co., Ltd.), *R. B. F. Randolph (Guaranty Trust Co. of New York), *H. E. Robbins (Herbert E. Robbins, Ltd.), R. P. C. Sanderson (Baldwin Locomotive Works), L. P. Sheldon (Blair & Co., Inc.), *W. H. Utz, (Jenkins Bros.), G. K. Weeks (The National City Bank of New York), Joseph H. Willson (Dodge Bros. (Britain), Ltd.

Executive Committee, Indicated by *; Secretary, Henry R. Amory.

UNITED BILLPOSTERS' ASSOCIATION AND LONDON BILLPOSTERS' ASSOCIATION. President, W. E. Biggs, The Keighley Bingley Skipton District Billposting Co., Ltd., Russell Street, Keighley; Secretary, Geo. F. Smith, 31 Gt. James Street, Bedford Row, W. C. Affiliated with A. A. C. of W.

ADVERTISING CLUBS, ETC.—FRANCE AND BELGIUM

PARIS

CERCLE DES PUBLICITAIRES FRANCAIS (Paris). President, L. Serre, 25 Boulevard des Italiens, Paris.

CORPORATION DES TECHNICIENS DE LA PUBLICITE. President, E. T. Damour, 44 Avenue de la Granda, Armee, Paris (17a).

BRUSSELS

CHAMBRE SYNDICALE DE LA PUBLICITE. President, Geo. Sellier, Palais d'Egmont, 8 Place du Petit-Sablon, Brussels.

OVERSEAS JOURNALISTS' ASSOCIATIONS IN LONDON

BRITISH INTERNATIONAL ASSOCIATION OF JOURNALISTS, 32 Victoria Street, London, S. W. 1. Objects: These are defined as follows: The Object of the Association shall be to maintain friendly relations between its members and the members of the Foreign Associations of Journalists constituting the International Union of Press Associations, and to take any other steps which the Association deems desirable to promote the professional and social interests of the members. Officers: President, Sir William Berry, Bart. Hon. Treasurer, Walter Jerrold, F. J. I. Hon. General Secretary, Leon Gaster, F. J. I. Membership qualifications and subscriptions: The Association consists of Journalists and ladies or gentlemen who are or who are qualified to be, members or associates of the Incorporated Institute of Journalists of Great Britain and Ireland, and who are, or are qualified to be, Members of the Newspaper Society of Great Britain and Ireland. The nomination of a candidate, not a member of the above bodies, must be supported by a proposer and two seconders, qualified members of the Association, and the nomination form shall contain the name of the publication with which the candidate is associated. The Annual Subscription is Ten Shillings. Frequency of Meetings: Meetings take place at intervals throughout the year and visits to foreign countries (sometimes at the invitation of the Governments of the countries visited) are arranged periodically. Affiliated Organizations: The Association is affiliated with the Union Internationale of Press Associations, founded in 1894 for the purpose of promoting friendship among journalists of different countries, and of advancing matters of professional importance as well as for the consideration and discussion of questions of professional interest by delegates of the various Associations. The Association also works in co-operation with the Institute of Journalists, The Newspaper Proprietors' Association, the Foreign Press Association and the Association of American Correspondents in London.

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON, 20 Cockspur Street, London, S. W. 1. Objects of the Association are to promote co-operation among its members, to protect their interests and to assist their work, by securing such recognition and facilities as are available from Government departments, public bodies and other sources of news. Officers: President, John S. Steele (Chicago Tribune); Vice President, Lamont Holme (New York Times); Secretary, Arthur E. Mann (New York World); Treasurer, Dan O'Flaherty (Chicago Daily News); Executive Committee, John L. Balderston (New York World), D. McKenzie (Associated Press), Ernest Marshall (New York Times), Eric Walter (Reciprocal News Service), W. H. Milligate (Detroit News). Membership qualifications: Full members, who are fully accredited resident members of the Staffs of American daily newspapers and news agencies maintaining a cable service. Associate members, who are visiting representatives of American newspapers, publications and news agencies or occasional mail correspondents who are properly accredited.

FOREIGN PRESS ASSOCIATION IN LONDON. Objects: To hold together the interests of foreign newspaper correspondents located in London. President, M. J. de Marsillac, Le Journal Offices, 176 Fleet Street, London.

NEWS DISTRIBUTING AGENCIES IN GREAT BRITAIN

PRESS ASSOCIATION, LTD., Byron House, 85 Fleet Street, London, E. C. 4. The Association is a co-operative one, owned by the provincial newspapers of the United Kingdom. Each class of newspaper—morning, evening or weekly—must hold the number of shares prescribed for its class, neither more nor less. The object of the Association is the collection and supply to its members and other papers of reliable news. Officers are: Messrs. Harry C. Robbins and G. B. Hodgson, Joint General Managers, and P. A. Shaw, Secretary. The present chairman is Col. Egbert Lewis, of the Bath Herald. The Annual Meeting of shareholders is held in May.

REUTERS, LTD. Sir Roderick Jones, managing director, London office; F. Douglas Williams, general manager, New York office.

CENTRAL NEWS, LTD., 5 New Bridge Street, London, E. C. 4. The Central News is engaged in the supply of News and News Photographs to the Newspapers, Clubs, etc., of the country and of foreign countries on a commercial basis. Managing Director, W. P. Forbes. The only foreign affiliated organizations are the Central News of America and Central News Photo Service, and the New York News Bureau Association at 29 Beaver Street, New York, U. S. A., but have close relations for the interchange of news telegrams with the Fournier News Agency, Paris, and the Vaz Dias News Agency, Amsterdam.

EXCHANGE TELEGRAPH CO., LTD., 64 Cannon Street, London, E. C. 4. For the supply of News of every description to newspapers, clubs, institutions and private persons. Officers: Wilfred King, Managing Director;

Ten Years Progress of the Wood Dry Mat

In 1913 the Wood Dry Mat was introduced to an unbelieving newspaper world. Publishers and stereotypers united in saying it could not be done and only because it had not been done before.

Then began a long and tedious process of convincing the skeptics,—a process that all new things must undergo and which made it so costly to establish the Autoplate and other revolutionary inventions.

The world war accelerated the progress of the dry mat. The saving of fuel, transportation and men necessary to the Government to prosecute the war brought it into successful use in many newspaper plants that were shorthanded and also unable to obtain proper materials with which to make their own mats.

The enormous saving in time was of utmost importance. Speed only made possible the winning of the war. As a means of quickly disseminating war propaganda and arousing the people the newspaper was of incalculable value to the Government. The dry mat did its part in enabling dozens of newspapers to rush to press with late news and save precious time.

And so, circumstances forced early recognition of the dry mat from many who still doubted its practicability.

The post war high price era, or what might be termed the "hold-up" period, when the price of print paper and other newspaper necessities soared to the point of compelling the suspension of many publications, the selling price of the Wood Dry Mat was but moderately advanced. The original dry mat of German make was put on the American market at 25 cents each. The average selling price of the Wood Dry Mat during the war was about 17 cents. The highest price ever charged for it, and that for but a short time, was 20 cents. The selling price is now, and for two years past has been, considerably lower and notwithstanding a substantial advance in the cost of labor and materials.

The Wood Flong Corporation did not take advantage of the opportunity offered it to profiteer and the records show that the dry mat advanced less in selling price than did any other article needed in the manufacture of newspapers. Increasing production kept down the price and this with the dependable service supplied by the Company gained the confidence of publishers and brought the dry mat rapidly into general use.

Today several hundred newspaper plants have ceased making mats, have forever discarded steam tables and use Wood Dry Mats exclusively. Double the number converted in 1922 adopted the process in 1923. No fewer than one hundred new newspaper plants operate with dry mats and have never been equipped with steam tables nor used wet mats.

Publishers are now fully convinced that the Wood Dry Mat is a success in every way and an invaluable aid in the printing of newspapers. Fully 80% of our stereotypers are now boosting instead of knocking it. They have learned that the dry mat has brought about an important advance in the stereotyping art and has made their labor easier and their working conditions far more agreeable.

The Wood Flong Corporation believes it has justly earned whatever measure of success it has attained in establishing the dry mat as a newspaper necessity. It believes its intimate knowledge of its own business and the close attention it gives it; its fair treatment in selling price and its always unfailing service have fairly earned the confidence and respect of the newspaper industry.

The Company will not be swerved from its fixed policy of fair dealing. It will not lower its standard of quality by cheapening its product in order to meet competition. It will, however, promptly and voluntarily give each and every newspaper the full benefit of whatever reduction in selling price the lessening of costs may make possible.

Prospective customers of 1924 may be assured of complete satisfaction with the Wood Dry Mat and of conscientious consideration of their needs and faithful service.

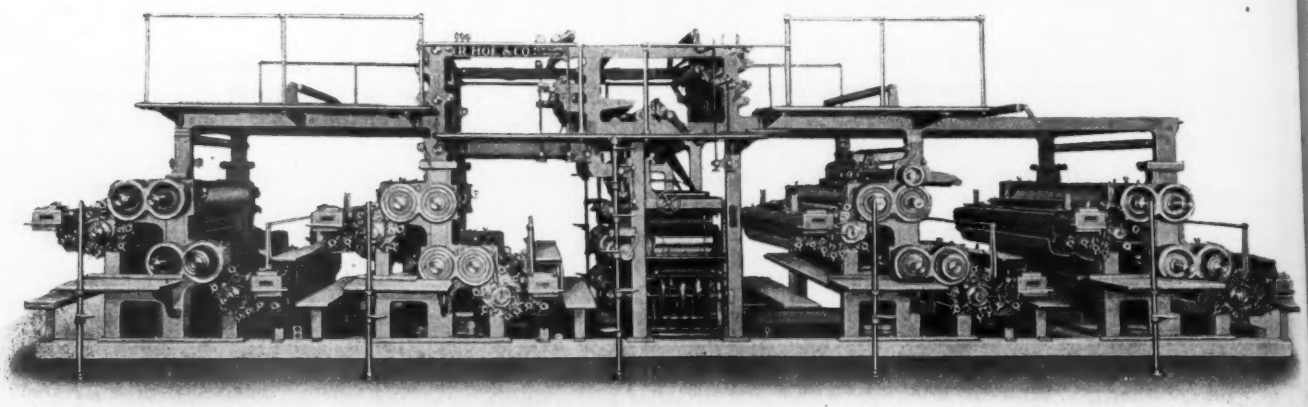
BENJAMIN WOOD, President.

WOOD FLONG CORPORATION

501 FIFTH AVENUE NEW YORK N. Y.

HOE SUPREMA

That Hoe products and Hoe features, including the Patented Automatic Ink Pump System of Distribution, without which no large Newspaper Press is up-to-date, have again received the enthusiastic endorsement of Publishers the world over is proved conclusively by the list of 1923 orders, which constitutes the largest year's business ever done by this Company.



HOE "SUPERSPEED" OCTUPLE PRESS
Equipped with the Hoe Patented Automatic Ink Pump System of Distribution

THE SPEEDIEST AND MOST EFFICIENT NEWSPAPER PRESS MADE

In spite of the fact that we have the largest, best equipped and most efficient plant of its kind in the world and are making plans to increase it materially, the tremendous demand for Hoe Machinery at the present time impels us to ask our friends to consider as far in advance as possible their probable needs in the way of new equipment, so that they may give us sufficient time to take care of them properly.

Hoe Presses Excel Both in Quantity and Quality of Output, Paper Wastage; they are therefore the Most Economical to

R. HOE

504-520 GRAND STREET,

7 South Dearborn Street, CHICAGO

109-112 Borough Road,

ACY CONTINUES

SOME 1923 ORDERS FOR HOE PRESSES

NEW PLANTS

Los Angeles Herald	4 Unit-Type Double Sextuples
Philadelphia Inquirer	24 16-page Superspeed Units
Columbus Dispatch	12 16-page Superspeed Units
San Francisco Chronicle	10 16-page Superspeed Units

DOUBLE-SEXTUPLE MACHINES

Baltimore American and News	3 Unit-Type Machines
Other Hearst Publications	5 Unit-Type Machines
Philadelphia Bulletin	4 Superspeed Machines
London Daily News	3 Unit-Type Machines
New York Times	3 Superspeed Machines
Baltimore Sun	1 Unit-Type Machine 4 16-page Decks
Associated Newspapers, Ltd.	1 Unit-Type Machine
Le Petit Parisien	1 Machine
Los Angeles Examiner	1 Unit-Type Machine
Sydney Truth	1 Machine
Wellington Evening Post	1 Machine

DECUPLE AND OCTUPLE MACHINES

E. Hulton & Co., Ltd.	6 Octuple Machines
Cleveland Plain Dealer	2 Superspeed Decuples 2 16-page Units
Cleveland Press	3 Superspeed Octuples
Richmond News-Leader	2 Superspeed Decuples
Associated Newspapers, Ltd.	2 Unit-Type Octuples
Boston Post	2 Unit-Type Octuples
Jersey City Journal	2 Superspeed Octuples
Belfast Telegraph	1 8-Roll Machine
Glasgow Herald	1 8-Roll Machine
Portsmouth (England) Evening News	2 4-Roll Machines
Canton Daily News	1 Decuple Machine
Natal Mercury	1 5-Roll Machine
Oakland Tribune	1 Decuple Machine
Sydney Evening News	1 More Superspeed Octuple 2 16-page Color Decks
Allentown Call	1 Unit-Type Octuple
Camden Courier	1 Superspeed Octuple
Diario de la Marina	1 Superspeed Octuple
Knoxville Journal & Tribune	1 Unit-Type Octuple
Lincoln Star	1 Superspeed Octuple
Lowell Courier-Citizen	1 Octuple Machine
Melbourne Argus	1 Superspeed Octuple
Melbourne Herald	1 Unit-Type Octuple
Newark Star-Eagle	1 Superspeed Octuple
New Bedford Standard	1 Superspeed Octuple
New Orleans Times-Picayune	1 Superspeed Octuple
New York Evening Mail	1 Unit-Type Octuple
Osaka Asahi Shimbun	1 More Superspeed Octuple
Osaka Daily News	1 More Unit-Type Octuple
Ottawa Citizen	1 Unit-Type Octuple
Ottawa Journal	1 Unit-Type Octuple
Portland Press-Herald	1 Unit-Type Octuple
Sydney Sunday Times	1 Unit-Type Octuple
Terre Haute Tribune	1 Unit-Type Octuple
Tokio Daily News	1 More Unit-Type Octuple
Utica Press	1 Unit-Type Octuple
Waterbury American & Republican	1 Unit-Type Octuple
Wichita Eagle	1 Unit-Type Octuple
Wilkes-Barre Leader	1 Superspeed Octuple
Yorkshire Post	1 Octuple Machine

SEXTUPLES

E. Hulton & Co., Ltd.	3 Machines
Montreal Gazette	2 Unit-Type Machines
Boston American	3 More 16-page Units
Brooklyn Daily Eagle	1 Superspeed Machine
Huntington Advertiser	1 Unit-Type Machine
Lansing State Journal	1 Color Machine
London Daily Telegraph	1 Machine
New Haven Register	1 Machine
New York Sun-Herald	1 Superspeed Machine
Pittsfield Eagle	1 Unit-type Machine
Raleigh News & Observer	1 Unit-type Machine
St. Clements Press Ltd.	1 Machine
Schenectady Union-Star	1 Machine
Williamsport Grit	1 Machine

SMALLER ROTARY PRESSES

Toronto Star	2 16-page Superspeed Units 1 Color Unit
Sunderland Echo Co., Ltd.	2 3-Roll Machines
Union Hill Dispatch	1 40-page Simplex
Butler Eagle	1 32-page Simplex
Capper Publications	1 4-Roll Machine
Christchurch Sun	1 Superspeed Quadruple
Cumberland News	1 4-Roll Machine
Florida Times-Union	2 16-page Units
Galveston Tribune	1 32-page Simplex
Midland News Association	1 4-Roll Machine
Paterson Evening News	2 16-page Decks
Portland Oregonian	2 16-page Decks
Portsmouth (England) News	1 4-Roll Machine
El Sol (Havana)	1 Quadruple
Taunton Gazette	1 32-page Simplex
Toledo Times	1 Quadruple
L'Opinione (Philadelphia)	1 24-page Machine
The Bournemouth Echo	1 3-Roll Machine
Northeastern Gazette	1 3-Roll Machine
Ontario Press (Canada)	1 3-Roll Machine
La Sentinelle (Woonsocket)	1 3-Roll Machine
Leicester Daily Mercury	1 2-Roll Machine
Manawatu Standard	1 2-Roll Machine
Pittsburgh (Kansas) Sun	1 16-page Machine
San Diego Union	1 16-page Unit 1 8-page Unit
Atlanta Journal	1 16-page Decuple Unit
Evansville Courier	1 16-page Sextuple Unit
Harrisburg Patriot	1 16-page Octuple Deck
Omaha Bee	1 16-page Color Deck
Springfield Leader (Mo.)	1 16-page Sextuple Unit
Steubenville Herald	1 16-page Deck
Greenville News	1 8-page Deck

MULTI-COLOR PRESSES

Hearst Publications	2 More 24-Cylinder Machines
" "	7 Sets of 4 Additional Units
Philadelphia Inquirer	1 24-Cylinder Machine
Philadelphia Public Ledger	1 20-Cylinder Machine
San Francisco Chronicle	1 15-Cylinder Machine
Oakland Tribune	1 10-Cylinder Machine
Boston Post	1 8-Cylinder Machine
El Heraldo de Cuba	1 8-Cylinder Machine
St. Paul Dispatch	1 8-Cylinder Machine
Florida Times-Union	3 8-page Units

MAGAZINE AND INTAGLIO PRESSES

Ford Motor Co. (Detroit)	2 96-page Magazine Presses 1 Color Cover-Printing Press
Street & Smith (New York)	2 96-page Magazine Presses
U. S. Government Printing Office	2 64-page Magazine Presses
Sprague Publishing Co. (Detroit)	1 48-page Magazine Press 1 32-page Magazine Press
The Cornwall Press, Ltd.	1 32-page Magazine Press
Police Gazette	1 32-page Magazine Press
Friend Newspapers, Ltd.	1 32-page Magazine Press
Sydney Bulletin	1 32-page Magazine Press
New York Times	5 More Two-Roll Intaglio Machines

as well as in Invariable Dependability and Freedom from Operate and the Most Profitable Investment for Publishers

& CO.

NEW YORK CITY

LONDON, S.E.1, ENG. **7 Water Street, BOSTON**

Yes! Conditions ARE Different in Portland

—It wasn't always, but now it is the fact that the Oregon Daily Journal has the largest circulation in Portland of any newspaper published in Portland.

—Also—The Oregon Journal is the largest afternoon newspaper published in the Pacific Northwest. When you think of circulation—think of that.

Oregon Journal

DAILY SUNDAY AND WEEKLY WITHMER ROLLINS SHE FLIES ON OWN WINGS

PORTLAND, OREGON

Daily over 86,000 Sunday over 108,000

THE NORTHWEST'S LARGEST AFTERNOON NEWSPAPER

Dominates in Portland

BRITISH NEWS AGENCIES

(*Continued from page 196*)

Geo. F. Hamilton, Secretary; E. G. Tillyer, Chief Engineer. Subscriptions: According to Service taken. Branch Offices, 71 Lord Street, Liverpool; West India House, Baldwin Street, Bristol; 24 Middle Street, Brighton; Crown Chambers, Land of Green Ginger, Hull; 3 Royal Exchange Court, 85 Queen Street, Glasgow; 61 Albion Street, Leeds; 3 Brown Street, Manchester.

ASSOCIATED PRESS OF AMERICA, London office, 24 Old Jewry, London, E. C. 2; R. M. Collins, head of London staff.

UNITED PRESS ASSOCIATIONS OF AMERICA, London office, 161 Temple Chambers, London, E. C. 4. Ed L. Keen, manager.

AUSTRALIAN PRESS ASSOCIATION, 2 Salisbury Square, Fleet St., London, E. C. 4. A news organization of newspapers on the lines of the Associated Press of America; Taylor Darbyshire, manager.

BRITISH NEWSPAPER ASSOCIATIONS

THE NEWSPAPER SOCIETY, 2 Salisbury Square, London, E. C. 4. The Newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter year it became the one organization representative of the newspaper press of England and Wales (with the exception of the London daily and Sunday newspapers); the Irish Newspaper Society is affiliated to it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing of a Monthly Confidential Circular to members, supplemented by special circular letters on matters of urgency; supplying of information concerning the standing of advertising agents; negotiating with Trade Unions upon matters affecting members' interests; collecting debts owing to members; scrutinizing and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. Officers for the year 1923-24: President, Mr. John R. Scott (Manchester Guardian); Immediate Past President and ex-officio Member of Council, Sir James Owen (Express and Echo, Exeter); Hon. Vice Presidents, Mr. Valentine Knapp (Surrey Comet), Mr. John R. Scott (Manchester Guardian), Sir Meredith T. Whittaker (Scarborough Mercury); Vice Presidents (by vote of Annual Meeting), Mr. W. Astle (Stockport Advertiser), Mr. Arthur L. Woodhead (Huddersfield Examiner); Hon. Treasurer, Mr. Valentine Knapp (Surrey Comet); Council, W. H. Andrew (Ashton Reporter), A. Burchill (Liverpool Courier), R. N. Burgess (Cumberland News), H. Godwin Chance (Gloucester Journal), H. C. Derwent (Bradford Daily Telegraph), H. Eustace Edmunds (Derbyshire Times), C. P. Gasquoine (Border Counties Advertiser, Oswestry), Major F. Glover (Leamington Spa Courier), J. H. Goldsmith (Southern Daily Echo), N. B. Graham (Express & Star, Wolverhampton), H. E. Harry (Kentish Mercury), C. W. Henderson (Belfast News-Letter), Col. Sir A. Holbrook, M. P. (Portsmouth Times), Allan Jeans (Liverpool Echo), J. S. King (Ealing Gazette), Col. Egbert Lewis (Bath Herald), A. Browning Lyne (Cornish Guardian), Rayner Roberts (Batley News), Sir Charles Starmer (Birmingham Gazette), A. C. Taylor (Cambridge Daily News), Robt. J. Webber (Western Mail, Cardiff), Sir Richard Winfrey, M. P. (Peterborough Advertiser), A. M. Wisely (Yorkshire Herald).

NEWSPAPER PRESS FUND, 11 Garrick Street, London, W. C. 2. Objects: To assist by Grant or Pension members of all branches of the Literary Department of the Newspaper Press, who shall have become members of the Fund, and their Widows and Families. Founded 1864. Officers, 1924: President, The Viscount Burnham, C. H.; Treasurer, W. Thornton Sharp; Secretary, S. G. Smeed.

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Objects: To deal with matters of common interest in the production and distribution of London morning, evening and Sunday newspapers. Names of Officers: The Rt. Hon. Viscount Burnham, C. H. (Chairman); The Rt. Hon. Lord Riddell (Vice Chairman); T. W. McAra, J. P. (Secretary). Membership Qualifications and Subscriptions: Proprietorship of a London morning, evening or Sunday newspaper. Subscription: Determined annually on the basis of wages paid. Frequency of Meetings: Fortnightly. There are no Affiliated Organizations.

WEEKLY NEWSPAPER AND PERIODICAL PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. The result of the Association's efforts in connection with the Railway Rates, effecting a saving of more than £50,000 per annum to its members, is a notable instance of the advantages of combined action. Officers: Chairman, The Rt. Hon. Lord Riddell; Vice Chairman, Mr. George Spring (London Opinion); Deputy Chairman, Mr. J. M. Bathgate (C. Arthur Pearson, Ltd.); Secretary, E. O. Norton. Membership Qualifications as indicated in first paragraph. Council meetings are held fortnightly.

BRITISH ASSOCIATION OF TRADE & TECHNICAL JOURNALS, LTD., now amalgamated with the W. N. P. P. A., Ltd. Plans are in progress for possible changes in its constitution and new officers will be elected early in 1924.

EMPIRE PRESS UNION, 71 Fleet Street, London, E. C. 4. Objects: An organization of newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The Empire Press Union is the only organization linking in its membership the whole of the Press of the British Empire to whose common interests it is devoted. An important part of the Union's policy is the holding of periodic conferences of Empire newspaper proprietors and editors in the United Kingdom and the overseas Dominions. The last of these conferences was held in Canada in 1920. Over one hundred newspaper proprietors and editors from all over the British Empire took part in the Conference and were entertained by the Canadian Government and the Canadian Section of the Union during a 9,000-mile tour of the Dominion. Arrangements are already being made for a conference in Australia in 1925. The Union has performed important work in cheapening and quickening facilities for the distribution of inter-Imperial news by cable, wireless telegraphy, and mail, and continues to exert its influence in this direction. It has separate sections in Australia, New Zealand, India, South Africa, Canada and the West Indies. The headquarters section in London includes in its membership practically all the London correspondents of the Press of the overseas Dominions on whose behalf it has secured important official privileges and facilities. In a word, The Empire Press Union stands for unity of the British Imperial Press in all matters of common concern. Officers: President, The Rt. Hon. Viscount Burnham, C. H.; Chairman, Robert Donald, LL. D.; Members of the London Council, Sir John Arnott, Bart. (Irish Times, Dublin), G. G. Armstrong (Daily News), J. Gomer Berry (Daily Graphic), R. D. Blumenfeld (Daily Express), Sir Robert Bruce, LL. D. (Glasgow Herald), P. A. Goudie (Evening News), J. Heddle (Evening Standard), Sir Edward Hulton (Daily Sketch), Sir Edward M. Iliffe (Midland Daily Telegraph), J. Henson Infield (Sussex Daily News), Sir Roderick Jones, K. B. E. (Reuter's, Ltd.), Valentine Knapp (Newspaper Society), G. H. Law (Scotsman), Lt. Col. E. F. Lawson, D. S. O., M. C. (Daily Telegraph), T. Marlowe (Daily Mail), Sir Frank Newnes, Bart. (George Newnes, Ltd.), H. E. Peacock (Morning Post), Ernest A. Perris (Daily Chronicle), The Rt. Hon. Lord Riddell (Newspaper Proprietors' Association and News of the World), H. C. Robbins (Press Association), C. P. Scott (Manchester Guardian), Sir Campbell Stuart, K. B. E. (Times), A. H. Watson (Westminster Gazette), H. A. Woodcock (Financial News), G. Springfield (Weekly Newspaper and Periodical Proprietors' Association); Hon. Life Member, Sir Harry Brittain, K. B. E., LL. D., M. P.; Hon. Secretary, F. Crosbie Roles; Secretary, H. E. Turner. Membership Qualifications: Membership vests in the proprietors of newspapers and periodicals of all classes, also of news agencies within the British Empire, who nominate for election, as their representative, the editor or some other responsible member of their staff. Associate members of the Union are also eligible for election upon the nomination of members. Subscriptions: The following scale is fixed for Annual Subscriptions for members in the United Kingdom: Morning newspapers £10, evening newspapers £7, organizations of proprietors £10, news agencies £10, London national weeklies, and trade and technical journals, and other periodicals £5, provincial weeklies £3, Associates £3. The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society and The Weekly Newspaper and Periodical Proprietors' Association. All the principal news agencies are members.

THE PRESS ADVERTISEMENT MANAGERS' ASSOCIATION, LTD. Registered Office, Norfolk House, Laurence Pountney Hill, London, E. C. 4. Objects: The Betterment of Advertising. President, Philip Emanuel (Oldhams, Ltd.); Vice President, George Scott (Glasgow Herald); Hon. Secretary and Treasurer, F. Osborne (Ward, Lock & Co., Ltd.), Warwick House, Salisbury Square, London, E. C. 4; Council of Management, C. Crane (Leicester Mercury), H. J. Lees (The Scotsman), J. A. W. Mudie (D. C. Thomson & Co., Ltd.), J. Ranson Newton (Portsmouth E. News), H. C. Paterson (Yorkshire Post), G. E. Perman (Temple Press, Ltd.), S. H. Perren (Sheffield Telegraph), A. Richardson (Daily Chronicle & Lloyds News), W. B. Robertson (Amalgamated Press, Ltd.), F. Simonis (The Star), Geo. Sparks (Dy Graphic, Bystander, etc.), A. Shewin-Thomas (The Schoolmaster). Subscription: One Guinea per annum. Meetings: Weekly luncheon.

FLEET STREET CLUB, 3 Cursitor Street, Chancery Lane, E. C. 4. Objects: Luncheon and social. Officers: President, Mr. S. D. Nicholls; Vice President, Mr. S. A. Willmott; Committee, Mr. S. G. Coram, Mr. E. Folkes, Mr. F. A. Hardy, Mr. M. Blythe, Mr. Harold G. Reeves, Mr. A. B. Ward, Mr. W. N. Roberts, Mr. C. Crane (ex-officio); Hon. Treasurer, Mr. T. C. Walters; Hon. Secretary, F. G. Slaughter. Membership is restricted exclusively to newspaper and periodical advertising representatives and Managers. Meetings daily except Saturdays. Affiliated to the Associated Advertising Clubs of the World. In existence since 1895. The National Advertising Society was founded by the Fleet Street Club, and once again have

(*Continued on page 200*)

ELECTRICAL EQUIPMENT FOR NEWSPAPER PLANTS

Safe—Reliable—Economical

DIRECT CURRENT—ALTERNATING CURRENT

Some of the Products

Cline-Westinghouse Double-Motor Drive with full automatic push button control for standard, high speed and multiple unit type presses (with or without auxiliary control for reels).

Cline-Westinghouse Double-Motor Drive with semi-automatic push button control for small presses.

Cline-Westinghouse Single-Motor Equipment for small, slow speed rotary presses, rotogravure presses, magazine and catalogue presses, etc.

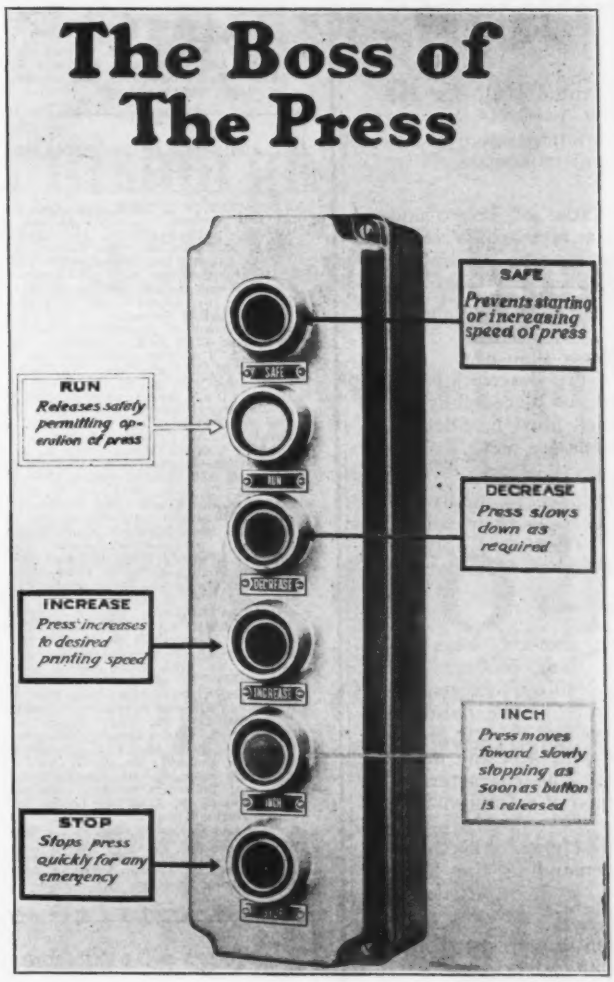
Cline-Westinghouse Type-setting Machine Drives.

Cline-Westinghouse Stereotype Machine Drives.

Cline Improved Paper Roll Stands (paper reels).

Cline Capital Paper Carriers and Conveyors.

Cline Capital Stereotype Plate Drops.



Some of the Users

Chicago Tribune
New York Times
New York Daily News
Buffalo News
Los Angeles Herald
Los Angeles Times-Mirror
San Francisco Chronicle
San Francisco Call
Seattle Times
Kansas City Star
St. Louis Globe-Democrat
St. Louis Star
Denver Post
Des Moines Capital
Dayton News
Columbus Dispatch
Ohio State Journal
Akron Press
Akron Beacon-Journal
Akron Times
Grand Rapids Press
Harrisburg Patriot
Minneapolis Journal
Wilmington Every Evening
Dallas News
Nashville Banner
Daily Oklahoman
Davenport Times
Worcester Telegram
Portland Journal
Omaha Bee
Houston Chronicle
Illinois State Journal
Raleigh Times
La Fayette Journal
Warren Tribune
Fresno Republican
Wisconsin State Journal
Stockton Record
Hamilton Journal
New Britain Herald
Olean Times
Danville Commercial News
Johnstown Tribune
Middletown Journal
Kalamazoo Gazette
Tulsa World
Jackson Patriot
Rockford Register-Gazette
Fresno Herald
Los Angeles News
Seattle Star
El Paso Herald
San Francisco Herald
Long Beach Telegram
Altoona Mirror
Ottawa Journal Ltd.
Sydney (Aust.) Sun.

CLINE ELECTRIC MFG CO.

MAIN OFFICE
FISHER BUILDING
343 S. DEARBORN ST.
CHICAGO

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO
CHICAGO
CLINE WESTINGHOUSE

NEW YORK OFFICE
47 W. 34TH ST

SAN FRANCISCO OFFICE
1ST NAT'L BANK BLDG.

時事新報

1924
The Year Before Us

Promises business on an unprecedented scale for the American salesman in Japan. His products, always welcome in our country, have become imperative necessities for which our need is great and immediate.

Reconstruction of the unfortunate cities of Tokyo and Yokohama is proceeding rapidly, a fact which lends stability to business throughout Japan and encourages our people in their task of rebuilding all that was destroyed.

Japan was never a more eager customer than now. She requires immediately materials of every description for restoring her fire-ravaged cities, and has placed thus far only a small part of the orders which must be filled in foreign lands before her pressing needs are met.

American manufacturers, so well equipped to supply us, will forfeit the orders yet to come only by their failure to act at the present vital moment. They need only to offer their wares; Japan needs today what America has to sell.

There is one supremely effective method whereby American manufacturers introduce their products in Japan. The Jiji Shimpo, Tokyo's leading newspaper, carries the messages of its advertisers to the nation's wealthiest and most influential leaders and to that great class of progressive Japanese who are the first and most consistent users of Western things. The character of its circulation makes The Jiji Shimpo the foreign importer's most valuable assistant, his star salesman—the means by which he may talk every day with his best customers, wide-awake Japanese demanding the best America can produce.

In the American field The Jiji Shimpo is represented by the foreign organization of The Japan Advertiser. All the facilities of this organization and of our large staff in Japan are constantly at the service of American manufacturers and importers interested in the Japanese market.

American Headquarters:

JAPAN ADVERTISER SUITE

342 Madison Avenue **New York City**

THE JIJI SHIMPO

Tokyo, Japan

"In Japan, the Buyers Read The Jiji"

BRITISH NEWSPAPER ASSOCIATIONS

(*Continued from page* 198)

been the prime movers in the Second Fleet Street Week for Bart's when nearly £10,000 was collected. The Fleet Street Club are uniting with all other advertising associations to take part in the Advertising Convention 1924.

NATIONAL ADVERTISING SOCIETY, 61 Fleet Street, London, E. C. 4. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913. Officers: President, The Rt. Hon. Viscount Leverhulme; Vice Presidents, Viscount Burnham, C. H., Viscount Hambleden, Viscount Astor, Viscount Bothermere, Lord Dewar, Lord Riddell, Sir Frank Newnes, Sir Edward Hulton, Bart, Sir W. E. Berry, Bart, Sir Herbert E. Morgan, K. B. E., Sir Charles W. Starmer, M. P., Mr. T. P O'Connor, M. P., Sir A. Jeans, L. O. Johnson, Mr. Walter Haddon; Trustees, Viscount Burnham, C. H., Viscount Leverhulme and Mr. Walter Haddon; Hon. Chairman, E. T. Nind; Hon. Vice Chairman, A. H. Simpson; Hon. Committee, Mrs. A. J. Wilson, Miss M. J. Lyon, E. W. Barney, M. Blythe, Samson Clark, C. Crane, C. D. Fastnedge, F. Johnston, G. J. Orange, C. B. E., F. Osborne, H. C. Paterson, G. C. Ralston, A. Richardson, G Scott, H. Evan Smith; Hon. Treasurer, Jas. Strong; Hon. Secretary, Robert J. Owen.

COURSES IN JOURNALISM

UNIVERSITY OF LONDON (Journalism Courses) at Four Centres, University College, King's College, Bedford College, and the London School of Economics. The University Course for the Diploma for Journalism and the general arrangements for the admission of students and for the examination have been placed by the Senate under the organization of a Journalism Committee of the University, which consists of the following persons: The Chancellor (The Earl of Rosebery, K. G.), ex-officio; The Vice Chancellor (Mr. H. J. Waring, M. S.), ex-officio; The Chairman of Convocation (Dr. R. M. Walmsley, D. SC., M. I. E. E., F. R. S.), ex-officio; The Provost of University College (Sir Gregory Foster); The Principal of King's College (Dr. Ernest Barker, M. A., D. Litt., LL. D.); The Principal of Bedford College (Miss M. J. Tuke, M. A.); The Director of the London School of Economics and Political Science (Sir William Beveridge, K. C. B., M. A., LL. D., B. C. L.); Mr. Valentine Knapp (Past President Newspaper Society and Chairman of the Courses for Journalism); Mr. J. R. Scott (Manchester Guardian); Sir Roderick Jones (Managing Director, Reuter's); Mr. Frederick Peaker (President of Institute of Journalists); Mr. J. B. Hobman (Editor, Westminster Gazette); Mr. A. H. Mann (Editor, Yorkshire Post); Sir James G. Owen (Editor, Express and Echo, Exeter); Mr. A. L. Woodhead, M. A. (Director, Huddersfield Examiner); Mr. Herbert Cornish (Member, Institute of Journalists); Mr. Fred Miller (Editor, The Daily Telegraph); Mr. W. Meakin (Member, National Union of Journalists); Mr. H. M. Richardson (General Secretary, National Union of Journalists); Dr. Hugh Dalton (D. Sc., M. A., of the London School of Economics and Political Science); Miss F. C. Johnson (M. A. of Bedford College); Mr. A. W. Reed (M. A. of King's College); Mr. Lawrence Solomon M. A. of University College); Professor Sir Sidney Lee (F. B. A. of East London College). The College Tutors for Journalism Diploma Courses are: University College, Mr. Lawrence Solomon, M. A.; King's College, Mr. A. W. Reed, M. A.; Bedford College, Miss F. C. Johnson, M. A.; London School of Economics and Political Science, Dr. Hugh Dalton, D. Sc., M. A.

COURSES IN ADVERTISING

LONDON POLYTECHNIC, 309 Regent Street, London, W. 1. (Headmaster, Capt. W. J. Weston, M. A., B. Sc., London). Journalism Course: In Two Sections, Practice and Fiction Writing. Principal of Course, Mr. F. M. Dudeney. Number of students in 1923 Autumn-Winter Session: Practice, 38; Fiction Writing, 37. Advertising Course. Lectures and Practical Work and Discussion. Principal of Course, Mr. Cyril C. Freer. Number of students in 1923 Autumn-Winter Session, 164.

MARYLEBONE COMMERCIAL INSTITUTE. Upper Marylebone Street, Great Portland Street, London, W. 1. Course in Advertising and Salesmanship. Principal, F. Rushworth. Classes held Tuesdays. Lecturer, Mr. A. C. Jameson Green. Session extends from Septemper to July. Affiliated to the Marylebone Central Junior Commercial Institute, 64 High Street, W. 1; the Pultney General Institute, Peter Street, Solo, W. 1; Stanhope Street General Institute, Euston Road, N. W. 1, and St. Michael's General Institute, Star Street, Edgware Road, W. 1.

LEGISLATION OF 1923

Speeds Election Returns News.—Bender-Speidel act, passed by Ohio legislature, requires local election officers to remain on duty until count is completed and report made to the secretary of state. Former practice had resulted in delay in making reports available to newspapers for publication.

Michigan Prohibits News of Betting.—All newspapers printed or circulated in Michigan are prohibited from publishing news of betting odds on races or other contests, even after events have occurred, under terms of Babcock law passed by 1923 legislature.

False News a Misdemeanor in Minnesota.—Minnesota law provides that anyone giving false information to newspapers, either maliciously or as a joke, may be adjudged guilty of a misdemeanor.

Nebraska Licenses Billboards.—Nebraska permits erection of billboards along public highways only on payment of a permit fee, ranging from 25 cents to $5 per sign. Signs on bridges or within 300 feet of a railroad or highway crossing, are prohibited under 1923 statute, which gives Department of Public Works right to remove any sign without giving notice or cause.

New York "Legals" Rate Based on Circulation.—New York State amendment to law governing fees for printing of public notices, etc., provides an advertising rate in proportion to circulation, and creates one standard of measurement in place of the three previously existent. The standard is an agate line at least 12 pica ems wide, and averaging six words to the line. Display and tabular copy are also measured in agate lines. A minimum rate of 4 cents per agate line for less than 5,000 circulation is provided.

Single Sheets Mailable For Advertising Proof.—Post office rulings made effective a law passed in 1922 relieving publishers from sending an entire copy of a publication through the mails to prove insertion of an advertisement. Single sheets or portions of a sheet carrying the advertisement at the zone rates of postage applying under the law to advertising portions of publications may now be mailed.

Texas Fixes Rate For "Legals."—Texas Legal Rate Bill fixed lowest commercial rate of newspapers as legal for all official notices of state, county or subdivision, including political notices of announcements for office.

Standard Newsprint Defined.—Treasury Department defined "standard newsprint," as term in Fordney-McCumber Tariff act, as "consisting of mechanically ground woodpulp and chemical woodpulp or sulphite containing not in excess of 30 per cent of sulphite and varying in weight not more than 10 per cent from 32 pounds to each 500 sheets of 24 x 36 inches, without regard to the color thereof." This definition was later amended to include newsprint rolls of a minimum 16 inches wide.

Utah Regulates Tobacco Advertising.—Utah tobacco law makes it unlawful to advertise tobacco in any form on billboards and in any other way, except in periodicals. Cigarettes cannot be advertised or offered for sale, except under a high license tax and bond.

ASSOCIATIONS FOREIGN

Association of American Correspondents in London.—John S. Steele, Chicago Tribune, president; Arthur E. Mann, New York World, secretary.

Anglo-American Press Association, Paris.—Paul Scott Mowrer, Chicago Daily News; Sidney Huddleston, London Times, secretary; M. d'Arcy Morell, London Telegraph, treasurer.

CANADIAN CONSOLIDATIONS

Belleville (Ont.) Ontario with Belleville Intelligencer.

Chatham (Ont.) Planet and Daily News, as Chatham Daily News, under ownership W. J. Taylor.

Prince George (B. C.) Citizen and Prince George Leader, as Prince George Citizen.

St. John (N. B.) Journal with St. John Telegraph, Aug. 1.

Stratford (Ont.) Beacon and Stratford Herald as Stratford Beacon-Herald, owned by W. J. Taylor, L. H. Dingmam, Charles Dingman, W. F. Tobey and Archibald Thomson.

CANADIAN LEGISLATURE

Dominion and Ontario Parliaments passed statutes prohibiting sale of newspapers carrying news of races or other contests in which wagers are mentioned or odds quoted.

Canadian Post Office barred from mails as not conducive to public morals the Daily Running Horse and Daily Racing Form, Toronto editions. Publishers claim bulk of edition is shipped by express. Postal action was taken after racing papers opened Toronto offices to circumvent law prohibiting their import from U. S.

Newsprint was added to list of articles exempt from Canadian sales tax, which had been 3% per cent.

The Pittsburgh Press

One of the Giants of the Newspaper World

First in Pittsburgh!
First in Pennsylvania!
Second in America!

Among Evening and Sunday Newspapers

24,273,004 AGATE LINES

of paid advertising published during 1923; 2,000,000 lines omitted because of mechanical limitations of evening paper.

First in Everything in the Pittsburgh Field

THE PITTSBURGH PRESS

is a Scripps-Howard newspaper—a member of the greatest newspaper enterprise in the world today.

National Representatives:

ALLIED NEWSPAPERS, Inc.

New York
52 Vanderbilt Ave.

Chicago
5 N. Wabash Ave.

Cleveland **Cincinnati** **San Francisco**

DIRECTORY OF MERCHANDISING PAPERS

CANADA

Compiled and Copyrighted 1924 by The Editor & Publisher Company

MANITOBA

City	Paper	Publishing Paper	Editor	No. pgs.	Col. per p.
Winnipeg	Free Press Retail (m)	Free Press / Bulletin	Bruce Campbell	5	8

ONTARIO

Kingston	More Pep (m)	British Whig	Leman A. Guild	16	1
Toronto	Retail Merchants				
	Globe (m)	Globe	B. R. Brooker	6-8	8

QUEBEC

Quebec	Golden Dog (m)	L'Evenement	J. A. F. Fortin	4	2

EXPLANATION OF KEY LETTERS: A—annually. A preceded by a number indicates number of issues in the year. BM—bi-monthly. M—monthly. O—occasionally. Q—quarterly. SA—semi-annually. SM—semi-monthly. W—weekly.

CANADIAN SPECIAL REPRESENTATIVES

Key	Firm Name	City	Street
1-C	Abraham, C. A.	Montreal, Que.	232 St. James St., N. W.
2-C	Allen, James B.	Toronto, Ont.	25 McLennan St.
3-C	Bassett, John	Ottawa, Ont.	Central Chambers
4-C	Bell, William L.	Toronto, Ont.	32 Richmond St., W.
5-C	Calder, Frank	Montreal, Que.	42 Hospital St. & 22 St. John St.
6-C	Creamer, Albert N.	Montreal, Que.	10 Cathcart St.
7-C	Guy, E. J.	Toronto, Ont.	Royal Bank Bldg.
8-C	Hogan, J. C.	Montreal, Que.	501 St. Catherine St.
9-C	McBride, J. P.	Hamilton, Ont.	25 Highson St., S.
10-C	McGillivray, W. M.	Toronto, Ont.	390 Bay St.
11-C	Martin, W. T.	Toronto, Ont.	331 Bay St
12-C	Morris, John C.	Montreal, Que.	207 St. James St.
13-C	Payson, Frank E.	Vancouver, B. C.	Winch Bldg.
14-C	Rathbone, J. B.	Toronto, Transportation Bldg. (Montreal)	95 King St., E.
15-C	Rees, S. L.	Toronto, Ont.	319 Bay St.
16-C	Smallpiece, H. E.	Toronto, Ont.	32 Church St.
17-C	Thompson, F. W.	Toronto, Ont.	100 King St., N. W.
18-C	Wright, T. M.	Hamilton, Ont.	Sun Life Bldg.

NOTE: Key numbers and letters in first column refer to similar numbers and letters in Newspaper Directories of the United States and Canada. The name of the advertising representative of every newspaper is indicated by this means, the two lists connecting up together. United States Special Representatives are located on Pages 206-208.

A complete index of all contents appears on Pages 256-258.

WIRE NEWS SERVICES

UNITED STATES AND CANADA

Associated Press, 51 Chambers street, New York; Frederick Roy Martin, general manager. (After March 1, 383 Madison avenue, New York.)

British United Press, Ltd., 171 St. James street, Montreal, Que., Canada; Charles F. Crandall, general manager.

Canadian Press, Limited, 106 Bay street, Toronto, Ont.; J. F. B. Livesay, general manager.

Central News of London, 26 Beaver street, New York; Edward Rascovar, manager.

Chicago Tribune Service, Tribune Building, Chicago; Arthur W. Crawford, manager.

Cosmopolitan Service, 21 Spruce street, New York; M. Koenigsberg, general manager.

Consolidated Press Association, Evening Star Building, Washington, D. C.; Robert McClean, business manager.

International News Service, 21 Spruce street, New York; M. Koenigsberg, general manager.

Ledger Service, Independence Square, Philadelphia, Pa.; J. E. Watkins, general manager.

New York World News Service, 63 Park Row, New York; C. N. Snyder, Jr., manager.

United Financial, 63 Park Row, New York City; Karl A. Bickel, general manager.

United News, 63 Park Row, New York; Karl A. Bickel, general manager.

United Press, 63 Park Row, New York; Karl A. Bickel, general manager.

Universal Service, 63 Park Row, M. Koenigsberg, general manager.

A Complete Directory of Canadian Daily Newspapers appears on Pages 216-218-220.

For Directory of Features

Turn To Page 257

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

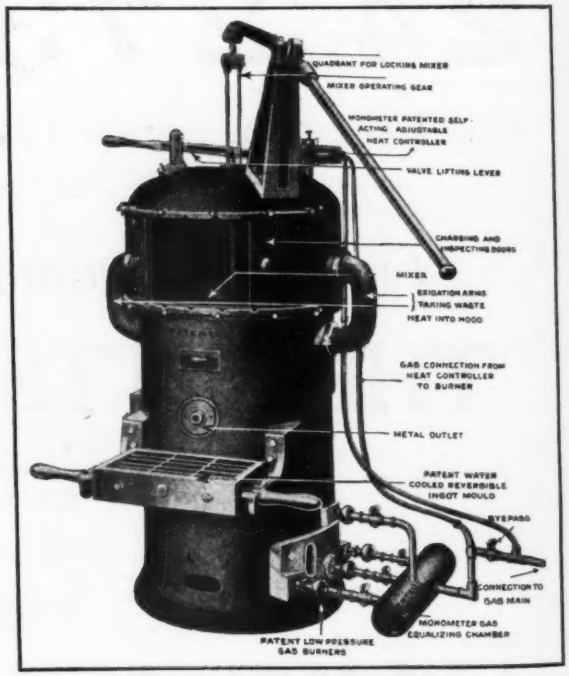
No Dross

When You Use This Melting Furnace

No Fumes ***No Trouble***

SCRAP metal dealers will not buy dross from the Monarch "Monometer"—for it contains no metal. The special ANTI-OXIDATION System encloses the surface of the metal in a non-oxidizing atmosphere at all times, and the Automatic Heat Controller positively prevents overheating of the metal—incidentally saving considerable gas. The saving of metal, which would otherwise be lost, alone will pay for the installation of the furnace.

There are no fumes from the "Monometer." This is another valuable feature of the furnace, for as you know, furnaces that give off fumes are injurious to workmen and slow up the work of the plant. Furthermore, the "Monometer" never burns the metal; in fact it is trouble-proof and requires very little attention. It also assures perfectly sound type and stereo metal. **Made in three standard sizes. 400 lbs., 900 lbs., and 2,000 lbs. Built up to 5 Ton Capacity. Further information promptly supplied.**



Monarch "MONOMETER" Printers' Melting Furnace

Manufactured by

The Monarch Engineering & Manufacturing Company

1206 American Building, Baltimore, Md., U. S. A.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
WELLSWORTH PRODUCTS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
WALLACE SILVER
ENCORE PICTURES
BARRETT ROOFINGS
RUBBER ASSOCIATION OF AMERICA
L & G AGATE WARE
NEW-SKIN

What we've done for others we can do for you.

SIX REASONS

Clean News and Advertising Columns
Vigorous, Conservative Editorial Policy
Dominant Circulation
Equitable Advertising Rate
Protection of Advertising Agencies
Reader Responsiveness Through Advertised Advertising

Maine has long needed an outstanding paper, and The Press Herald is today unquestionably that paper. Edward W. Bok.

The Portland Press Herald

Maine's Outstanding Newspaper

Powers and Stone, Inc.

National Representatives

NEW YORK	CHICAGO	BOSTON
1637 Aeolian Hall	838 First Natl. Bank Bldg.	402 Little Bldg.
Phone Longacre 9057	Phone Dearborn 6063	Phone Beach 556

Maine is a Morning Newspaper State and The Press Herald Has the Largest Circulation in Maine

THE FRENCH PRESS

PARIS

Le Petit Parisien—(m-s). Founded 1876. Director Paul Dupuy. Circulation, 1,600,000; price, 15 centimes; 15 em col.; rate 25 fr. per 6 pt. line; 8 pgs.

Le Journal—(m). Founded 1892. Directors: Henri Letellier and M. F. Meuthon. Circulation, 1,200,000; price, 15 centimes; 15 em col.; rate 25 fr. per 5 pt. line; 8 pgs.

Le Matin—(m). Founded 1884. Directors: Bunau Varilla & Jean Sapene. Circulation 1,000,000; price 15 centimes; 15 em col.; rate 25 fr. per 6 pt. line; 8 pgs.

Le Petit Journal—(m). Founded 1863. Director, L. Loucheur. Circulation 665,000; price 15 centimes; 15 em col.; rate 25 fr. per 6 pt. line; 6 pgs.

Echo De Paris—(e). Founded 1884. Director, Henri Simond. Circulation, 550,000; price 15 centimes; 15 em col.; rate 25 fr. per 6 pt. line; 8 pgs.

Excelsior—(m). Founded 1910. Director, Paul Dupuy. Circulation, 125,000; price 15 centimes; 15 em col.; rate 8 fr. per 7 pt. line; 6 pgs., illustrated.

L'Oeuvre. Founded 1913. Director, Gustave Tery. Circulation, 225,000; price 15 centimes; 15 em col.; rate 10 fr. per 7 pt. line; 8 pgs.

Le Temps—(e). Founded 1861. Director, M. Hébrard. Circulation, 80,000; price, 20 centimes; 15 em col.; rate 15 fr. per 7 pt. line; 6 pgs.

L'Intransigeant—(e). Founded 1880. Manager Leon Bailby. Circulation, 450,000; price 15 centimes; 15 em col.; rate 10 fr. per 7 pt. line; 6 pgs.

La Liberté—(e). Founded 1865. Director, Camille Aymard. Circulation, 90,000; price 15 centimes; 15 em col.; rate 7 fr. per 7 pt. line; 4 pgs.

BORDEAUX

La Petite Gironde—(m). Founded 1872. Directors, Gounouilhou & Gustave Chapon. Circulation, 350,000; price 15 centimes; 14 em col.; rate 5 fr. per 6 pt. line; 6 pgs.

MARSEILLES

La Petit Marseillais. Founded 1868. Directors, Samat & Bourrageas. Circulation, 300,000; price 10 centimes; 14 em col.; rate 5 fr. per 7 pt. line.

Marius Richard. Circulation, 185,000; 24 em

Le Petit Provencal. Founded 1876. Director, col.; rate 3 fr. per 7 pt. line.

LYONS

Le Nouvelliste—(e). Founded 1884. Director Regis Rambaud. Circulation, 200,000; price 15 centimes; 14 em col.; rate 5 fr. per 7 pt. line.

Le Progrèse—(e). Founded 1860. Managers, M. Leon & Henri Delaroche. Circulation, 200,000; price 15 centimes; 15 em col.; rate 7 fr. per 7 pt. line.

TOULOUSE

La Dépêche—(m). Founded 1870. A. Hue & Maurice Sarraut. Circulation, 280,000; price 15 centimes; 15 em col.; rate 6 fr. per 7 pt. line.

GRENOBLE

Le Petit Dauphinois—(—). Founded 1879. Director, Joseph Besson. Circulation, 110,000; 15 em col.; rate 3.5 fr. per 7 pt. line.

ST. ETIENNE

La Tribune Republicaine. Founded 1899. Directors, M. Soulie & M. Guitjburger. Circulation, 190,000; price 15 centimes; 14 em col.; rate 5 fr. per 7 pt. line.

RENNES

L'Ouest-Eclair—(m). Founded 1899. Director Désgrées du Lou. Circulation, 250,000; price 15 centimes; 15 em col.; rate 7 fr. per 7 pt.

ADVERTISING IN FRANCE

Advertising agencies are many in France and below the reader will find the addresses of the best known. Commissions generally are high, and many practices obtain which are not common in the United States. For instance, quite a uumber of leading journals still insert puff paragraphs in the middle of news pages, but there is a marked tendency for this to grow less and less and for the advertising and news to be entirely separate. French papers are of few pages, so that a page advertisement in a French newspaper means occupying an eighth or a sixth of the whole issue. American advertisers, in spite of the difficulties of manufacturing in dollars and selling in francs, are on the increase in the French press.

Space calculations for display advertising are by the line of so many points. French newspapers do not use agate line measurements. It is important to know what a "point" means. A point is equal to 0.376 millimeters, or 0.014 of an inch, and when a paper quotes 6 points measure it wishes to convey that one typographic line with one interline measures six points deep.

Width of column is indicated in millimeters. A column of Le Petit Parisien measures 63 m/m. As one inch equals 25.4 m/m., this gives 2 11/16 inches.

AS TO ST. LOUIS

In most American cities you will find a newspaper that occupies a field of its own without a Sunday edition. In most instances this paper is a carefully edited, thoughtful newspaper, not given to sensationalism, having a following of readers who have the means and inclination to invest in substantial goods.

In St. Louis The Times enjoys the complete confidence of its readers, practically all of whom are in the immediate trading territory of that great and prosperous city. All of the department stores use very large space in The Times, the largest of this group alone having used last year in excess of 600,000 lines, which is quite a lot of space to use in one newspaper having no Sunday edition. The St. Louis Times is very careful of its advertising policy, co-operating with the Better Business Bureau, and seeing that this policy is made effective.

Your copy in the columns of The Times will be in good company, both personal and local.

NATIONAL ADVERTISING

G. Logan Payne Company, Representative

CHICAGO ..... Tower Bldg.
DETROIT ..... Kresge Bldg.
LOS ANGELES ..... Security Bldg.
ST. LOUIS ..... Carleton Bldg.

Payne, Burns & Smith, Inc., Representative

NEW YORK ..... 247 Park Ave.
BOSTON ..... 100 Boylston St.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS

THE character, integrity and quality of service of every enterprise depend upon the men back of it. Here are the men who constitute the executive organization of

The Consolidated Press Association

EXECUTIVE OFFICES
5th Floor, Evening Star Building
WASHINGTON, D. C.

DAVID LAWRENCE, President
ROBERT B. McCLEAN, Secretary and General Manager
HORACE EPES, Manager, Business Department
ROBERT T. SMALL, Director, Editorial Department
THOMAS J. McBREEN, Chief of Traffic Department
C. G. MARSHALL, General News Editor
JAMES L. BRAY, Treasurer and Manager, Auditing Department

Southern Division

WASHINGTON, D. C.
5th Floor, Evening Star Bldg.

E. F. WILSON, Business Superintendent
JOHN EDWIN NEVIN, Division News Editor
EMMET F. McCARTHY, Division Traffic Chief

Pacific Coast Division

SAN FRANCISCO
3rd Floor, Spreckels Bldg.

H. R. BAUKHAGE, Business Superintendent
L. C. OWEN, Division News Editor
C. T. GHEEN, Division Traffic Chief

Western Division

CHICAGO
4th Floor, Daily News Bldg.

GUY R. CARPENTER, Business Superintendent
J. P. YODER, Division News Editor
ROBERT SEIGLER, Division Traffic Chief

Eastern Division

NEW YORK
8th Floor, World Bldg.

C. ROWLAND WOOD, Division News Editor
W. F. SNOWDEN, Division Traffic Chief

European Division

PARIS
19 Rue D'Antin, 2-e

WILLIAM BIRD, European Superintendent

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

Their Main and Branch Offices

A

Key	Firm Name	Office	Address
1	Alcorn-Seymour Co., Inc.	New York	47 West 34th st.
		Chicago	Marquette Bldg.
		St. Louis	Security Bldg.
2	Allen-Klapp Co.	Chicago	Peoples Gas Bldg.
		New York	286 5th ave.
		Detroit	242 Lafayette blvd.
		St. Louis	Victoria Bldg.
		Kansas City	Bryant Bldg.
3	Allied Newspapers, Inc.	Chicago	5 North Wabash ave.
		New York	52 Vanderbilt ave.
		Cleveland	308 Euclid ave.
		San Francisco	821 Market st.
		St. Louis	604 Olive st.
4	American Press Association	New York	225 West 34th st.
		Chicago	122 S. Michigan ave.
		San Francisco	58 Sutter st.
		Seattle	Central Bldg.
		Detroit	Kresge Bldg.
5	Anderson, Special Agency, C. J.	Chicago	360 North Michigan ave.
		New York	30 East 42nd st.
6	Anderson, V. S.	New York	1819 Broadway
7	Arthur, Wilbur L.	New York	1819 Broadway

B

Key	Firm Name	Office	Address
8	Beckwith, Special Agency, The S. C.	New York	World Bldg.
		Chicago	Tribune Bldg.
		Detroit	Ford Bldg.
		Kansas City	Bryant Bldg.
		St. Louis	Syndicate Trust Bldg.
		Atlanta	Atlanta Trust Bldg.
		Los Angeles	Higgins Bldg.
		San Francisco	Holbrook Bldg.
9	Benjamin & Kentnor Co.	New York	2 West 45th st.
		Chicago	Mallers Bldg.
		Los Angeles	Van Nuys Bldg.
10	Berdan, E. A.	New York	225 5th ave.
11	Bertolet, C. D.	New York	366 5th ave.
		Chicago	30 North Dearborn st.
		Kansas City	Victor Bldg.
		San Francisco	Hearst Bldg.
		Los Angeles	Homer Laughlin Bldg.
12	Bidwell Co., R. J.	San Francisco	742 Market st.
		Los Angeles	Times Bldg.
13	Block, Inc., Paul	New York	247 Park ave.
		Chicago	Century Bldg.
		Detroit	Kresge Bldg.
		Boston	Little Bldg.
14	Blodgett, C. C.	New York	1478 Broadway
15	Boone, Rodney E.	New York	2 Columbus Circle
16	Booth, Arthur	San Francisco	58 Sutter st.
17	Boyd, William B.	New York	18 East 41st st.
18	Boyd & Katz	Chicago	First National Bank Bldg.
19	Botsford, W. K.	San Francisco	58 Sutter st.
20	Branham Co., John M.	Chicago	Mallers Bldg.
		New York	Canadian Pacific Bldg.
		Detroit	Kresge Bldg.
		St. Louis	Chemical Bldg.
		Kansas City	Republic Bldg.
		Atlanta	Candler Bldg.
		San Francisco	Hobart Bldg.
21	Bryant, Griffith & Brunson, Inc.	New York	9 East 41st st.
		Chicago	Peoples Gas Bldg.
		Boston	201 Devonshire st.
		Atlanta	Watson Bldg.
22	Budd Company, The John	New York	9 East 37th st.
		Chicago	Tribune Bldg.
		Atlanta	Healey Bldg.
		Los Angeles	Title Insurance Bldg.
		San Francisco	564 Market st.
		St. Louis	Chemical Bldg.
		Seattle	Securities Bldg.
23	Burke, Hugh	New York	366 Madison ave.
24	Byrne, J. K.	Chicago	Hearst Bldg.

C

Key	Firm Name	Office	Address
25	Callender & Lynch, Inc.	New York	17 East 45th st.
26	Campbell, Don	Chicago	440 South Dearborn st.
27	Capper Publications	New York	120 West 42nd st.
		Chicago	Transportation Bldg.
		Detroit	1632 West Lafayette Blvd.
		Philadelphia	261 South 3rd st.
		St. Louis	2208 Pine st.
		Kansas City	Waldheim Bldg.
		Kansas City	Kansan Bldg.
		Cleveland	1013 Oregon ave.
		Omaha	412 South 19th st.
		Oklahoma City	Continental Bldg.
28	Carpenter & Co.	Chicago	Peoples Gas Bldg.
		New York	200 5th ave.
		Kansas City	New York Life Bldg.
29	Carroll, Dan A.	New York	110 East 42nd st.
30	Chew, W. W.	New York	1819 Broadway
31	Clark Co., Thomas F.	New York	141 West 36th st.
		Chicago	Marquette Bldg.
32	Clark, H. K.	Chicago	208 South La Salle st.
33	Clayden, Inc., A. E.	New York	347 5th ave.
		Chicago	Marquette Bldg.
34	Collegiate Special Agency	Chicago	110 South Wabash ave.
		New York	503 5th ave.
35	Cone, Hunton & Woodman, Inc.	New York	9 East 41st st.
		Chicago	130 North Wells st.
		Detroit	242 West Lafayette blvd.
		Atlanta	Constitution Bldg.
		Kansas City	Victor Bldg.
		St. Louis	Victoria Bldg.
36	Conger & Johnson	Los Angeles	Higgins Bldg.
		San Francisco	Holbrook Bldg.
37	Cooke, Inc., Richard W.	New York	156 5th ave.
		Chicago	Hartford Bldg.
38	Crall Co., L. H.	New York	225 5th ave.
		Chicago	Tribune Bldg.
39	Crawford, F. E.	Chicago	Hearst Bldg.
40	Creel, Allan W.	New York	15 East 40th st.

D

Key	Firm Name	Office	Address
41	David Co., Inc., George B.	New York	110 East 42nd st.
		Chicago	Hartford Bldg.
42	Davies, Oscar G.	Kansas City	Victor Bldg.
43	De Clerque, E. C.	New York	280 Madison ave.
		Chicago	5 South Wabash ave.
44	De Clerque, Harry H.	New York	280 Madison ave.
		Chicago	5 South Wabash ave.
45	De Clerque, Inc., Henry	Chicago	5 South Wabash ave.
		New York	280 Madison ave.
		Los Angeles	San Fernando Bldg.
		San Francisco	55 New Montgomery st.
46	Dillon, George F.	Kansas City	Republic Bldg.
47	Douglas, Robert E.	Chicago	Marquette Bldg.
		New York	154 Nassau st.

E

Key	Firm Name	Office	Address
48	Eddy Co., Charles H.	New York	247 Park ave.
		Chicago	122 South Michigan ave.
		Boston	294 Washington st.

F

Key	Firm Name	Office	Address
49	Finucan & McClure	Chicago	720 Cass st.
		Kansas City	Republic Bldg.
50	Fisher, Harry R.	Chicago	Mallers Bldg.
51	Flaherty, Robert H.	Chicago	5 North Wabash ave.
52	Fletcher, R. A.	New York	World Bldg.
53	Folsom, P. A.	St. Louis	Chemical Bldg.
54	Ford-Parsons Company, The	Chicago	360 North Michigan ave.
		San Francisco	58 Sutter st.
55	Fralick & Bates, Inc.	New York	154 Nassau st.
		Chicago	605 North Michigan ave.
		Atlanta	Candler Annex
		Los Angeles	Security Bldg.
56	Frost, Landis & Kohn	New York	225 5th ave.
		Chicago	Peoples Gas Bldg.
		Atlanta	Walton Bldg.
		St. Louis	Security Bldg.

G

Key	Firm Name	Office	Address
57	Gerhardt, Frank P.	New York	512 5th ave.
58	Gilman, Nicoll & Ruthman	Chicago	Tribune Bldg.
		New York	Canadian Pacific Bldg.
		Boston	Tremont Bldg.
		San Francisco	Monadnock Bldg.
59	Grant, A. D.	Atlanta	Constitution Bldg.
60	Gravure Service Corporation	New York	25 West 43rd st.
		Chicago	168 North Michigan ave.
		Boston	Little Bldg.
		Los Angeles	San Fernando Bldg.
		San Francisco	55 New Montgomery st.
61	Groom, J. K.	Aurora	Beacon News Bldg.

H

Key	Firm Name	Office	Address
52	Hall Company, Inc., Fred L.	Los Angeles	San Fernando Bldg.
		San Francisco	55 New Montgomery st.
63	Hamilton-DeLisser, Inc.	New York	25 West 43rd st.
		Chicago	127 North Dearborn st.
64	Hammond & Wolcott	New York	366 5th ave.
		Chicago	30 North Dearborn st.
65	Harris, Jr., J. C.	Atlanta	Atlanta Trust Co. Bldg.
66	Henriquez, F. L.	Chicago	Mallers Bldg.
67	Hill Co., A. J. Norris	San Francisco	Hearst Bldg.
		Los Angeles	Homer Laughlin Bldg.
68	Holman, Everett A.	San Francisco	Monadnock Bldg.
69	Hohl, Lewis V.	Chicago	122 South Michigan ave.
70	Houser Co., C. L.	New York	17 West 42nd st.
		Chicago	Hartford Bldg.
71	Howland & Howland	New York	303 5th ave.
		Chicago	360 North Michigan ave.
72	Hunter, J. W.	Chicago	Marquette Bldg.
		New York	347 5th ave.

K

Key	Firm Name	Office	Address
73	Katz Special Agency, E.	New York	58 West 40th st.
		Chicago	Harris Trust Bldg.
		Kansas City	Waldheim Bldg.
		Atlanta	Candler Annex Bldg.
		San Francisco	Monadnock Bldg.
74	Katz, M. L.	Chicago	38 South Dearborn st.
75	Keator, A. R.	Chicago	Hartford Bldg.
		New York	110 East 42nd st.
76	Kelly-Smith Company	New York	47 West 34th st.
		Chicago	Lytton Bldg.
77	Keough, J. B.	Atlanta	Candler Bldg.
78	Klein, I. A.	New York	50 East 42nd st.
		Chicago	76 West Monroe st.
79	Klein, Joseph A.	New York	42 Broadway
80	Knill-Burke, Inc.	New York	Brokaw Bldg.
		Chicago	122 South Michigan ave.
81	Kohn, Inc., George M.	Atlanta	Walton Bldg.
82	Krogness, C. George	San Francisco	Phelan Bldg.

L

Key	Firm Name	Office	Address
83	LaCoste & Maxwell	New York	45 West 34th st.
		Chicago	Marquette Bldg.
84	Lewis, H. F.	New York	Tribune Bldg.
85	Lindenstein, Inc., S. G.	New York	342 Madison ave.
86	Lorenzen & Thompson, Inc.	Chicago	Peoples Gas Bldg.
		New York	19 West 44th st.
		San Francisco	55 New Montgomery st.
		Los Angeles	San Fernando Bldg.
87	Lorentz, J. D.	New York	Tribune Bldg.
88	Lucius, N. L.	Los Angeles	Haas Bldg.
89	Lutz, J. E.	Chicago	Tower Bldg.

Mc

Key	Firm Name	Office	Address
90	McDevitt, George A.	New York	303 5th ave.
		Chicago	Peoples Gas Bldg.
91	McGinn, Neil D.	Detroit	Ford Bldg.
92	McKinney & Son, J. P.	New York	19 West 44th st.
		Chicago	122 South Michigan ave.
		Los Angeles	Homer Laughlin Bldg.
93	McMahon, D. F.	Chicago	Tribune Bldg.

M

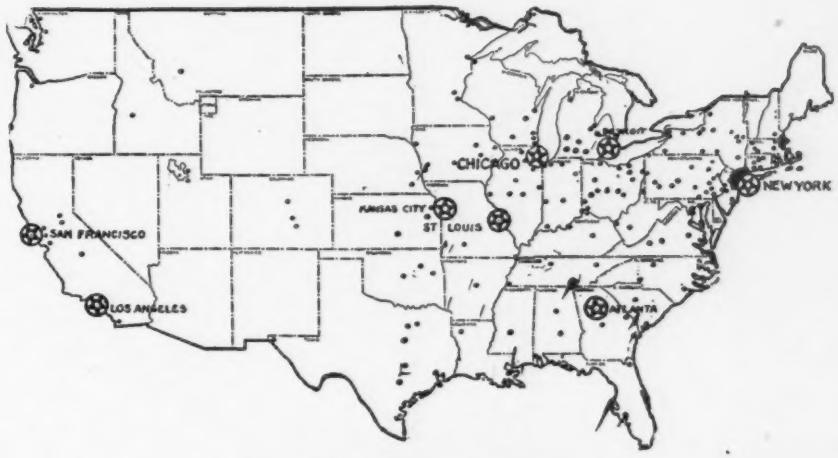
Key	Firm Name	Office	Address
94	MacQuoid Agency	New York	103 Park ave.
		Chicago	First National Bank Bldg.
95	Magrane, T. F.	Los Angeles	San Fernando Bldg.
		San Francisco	Montgomery st.
96	Mathews Special Agency, Julius	Boston	1 Beacon st.
		New York	171 Madison ave.
		Detroit	242 Lafayette Blvd. West
		Chicago	Hartford Bldg.
97	Matthews, W. G.	Chicago	Century Bldg.
98	Merrill, Walter J.	Chicago	Tribune Bldg.
99	Middleton, J. E.	Chicago	Mallers Bldg.
100	Miller, Charles E.	New York	225 5th ave.
		Chicago	Peoples Gas Bldg.
101	Mitchell, Ralph W.	Kansas City	Graphic Arts Bldg.

(*Continued on page* 208)

NOTE: Key numbers and letters in first column refer to similar numbers and letters in Newspaper Directories of the United States and Canada. The name of the advertising representative of every newspaper is indicated by this means, the two lists connecting up together.

Canadian representatives are listed in Special Canadian Section. See index on last two pages for location.
Headquarters office is given first.

NEWSPAPER ADVERTISING



● *Indicates cities of 30,000 or more*
★ *Indicates Beckwith offices.*

BECKWITH COVERS THE UNITED STATES BEST

The above map readily illustrates the widespread influence of The S. C. Beckwith Special Agency as it does the strategic location of its 8 offices. Each office commands a clearly defined field of national advertising.

No important advertising point is more than a night's ride from a Beckwith office.

44 Years of Supremacy

The Beckwith Organization is the oldest, largest, most powerful and best known Newspaper special agency in America. Its full complement exceeds 70 people of which 28 are trained newspaper advertising salesmen.

A STRONG TESTIMONIAL

The character and leadership of the newspapers together with an unbroken record of years of satisfactory service are a substantial and genuine endorsement of the high standard of representation rendered by this agency.

THE S. C. BECKWITH SPECIAL AGENCY

MAIN OFFICE, WORLD BUILDING, NEW YORK

NEW YORK - CHICAGO - DETROIT - ST. LOUIS - KANSAS CITY - ATLANTA - LOS ANGELES - SAN FRANCISCO

NEWSPAPER ADVERTISING REPRESENTATIVES—U. S.

(Continued from page 206)

Key	Firm Name	Office Address	
102	Mogenson & Co., Inc., M. C.	San Francisco	Hearst Bldg.
		Los Angeles	Title Insurance Bldg.
		Seattle	Securities Bldg.
103	Mohr, Lee J.	Chicago	Tribune Bldg.
104	Moloney, Herbert W.	New York	Times Bldg.
105	Morton Company, William J.	New York	200 5th ave.
		Chicago	Tribune Bldg.
106	Mulligan, Ralph R	New York	30 East 42nd st.
		Chicago	360 North Michigan ave.
107	Murfey, E. T. R.	Chicago	Hearst Bldg.

N

108	New Jersey Neighborhood Newspapers, Inc.	Chicago	123 West Madison st.
		New York	23 East 26th st.
		Newark	487 Orange st.
109	Northrup, Frank D.	New York	350 Madison ave.
		Chicago	Association Bldg.

O

110	O'Donnell Special Agency, Inc.	New York	Woolworth Tower
111	O'Flaherty's New York Surburban List	New York	313 West 37th st.
112	O'Mara & Ormsbee, Inc.	New York	320 5th ave.
		Chicago	Peoples Gas Bldg.
		San Francisco	Monadnock Bldg.
113	Osborn, Inc., Guy S.	Chicago	Tribune Bldg.
		Detroit	Ford Bldg.
		St. Louis	Globe-Democrat Bldg.

P

114	Pancoast, Chalmers L.	New York	512 5th ave.
115	Payne, Burns & Smith, Inc.	New York	247 Park ave.
		Boston	100 Boylston st.
116	Payne Company, G. Logan	Chicago	Tower Bldg.
		Detroit	Kresge Bldg.
		St. Louis	Carleton Bldg.
		Los Angeles	Security Bldg.
117	Powell, Robert E.	New York	47 West 34th st.
118	Powers, E. J.	Chicago	Association Bldg.
		New York	350 Madison ave.
119	Powers & Stone, Inc.	New York	Aeolian Hall.
		Chicago	First National Bank Bldg.
		Boston	Little Bldg.
120	Prudden, King & Prudden, Inc.	New York	286 5th ave.
		Chicago	Steger Bldg.
		Boston	246 Washington st.
		Los Angeles	San Fernando Bldg.
		San Francisco	55 New Montgomery st.
121	Putnam, C. I.	New York	2 Columbus Circle

R

122	Randall, David J.	New York	341 5th ave.
123	Reid, Albert T.	New York	4 West 53rd st.
124	Richards, F. St. John	New York	41 Park Row
125	Rockwood, Ralph K.	Chicago	Tower Bldg.

S

126	Scheerer, Edmund H.	Chicago	360 North Michigan ave.
		New York	30 East 42nd st.
127	Scolaro, J.	Detroit	Ford Bldg.
		Chicago	Tribune Bldg.
128	Scott, Walter J.	Chicago	Marquette Bldg.
129	Sears, A. T.	Chicago	Peoples Gas Bldg.
130	Sherwood, H. B.	New York	25 Park Place
131	Shirk, D. M.	New York	Flatiron Bldg.
132	Shull, Karl J.	Los Angeles	Homer Laughlin Bldg.
		San Francisco	Hearst Bldg.
133	Smith Special Agency, A. F.	Philadelphia	1001 Chestnut st.
		Chicago	Hartford Bldg.
134	Smith, Royal P.	New York	1819 Broadway
135	Spencer, J. F.	Chicago	Harris Trust Bldg.
136	Stevens & Baumann, Inc.	New York	47 West 34th st.
137	Stretch, H. A.	New York	2 Columbus Circle.
138	Stockwell, W. H.	Chicago	Peoples Gas Bldg.
		New York	225 5th ave.
139	Story, Brooks & Finley, Inc.	New York	101 East 42nd st.
		Chicago	Peoples Gas Bldg.
		Philadelphia	Colonial Trust Bldg.
		San Francisco	Holbrook Bldg.
		Los Angeles	Higgins Bldg.
		St. Louis	Star Bldg.
140	Sweeney & Price	Boston	127 Federal st.
141	Sutphin, Edwin A.	New York	280 Broadway
142	Swan, Carroll J.	Boston	44 Bromfield st.

T

143	Taylor, Wallace D.	New York	Brokaw Bldg.
		Philadelphia	Drexel Bldg.
144	Taylor & Conover	New York	Brokaw Bldg.
		Philadelphia	Drexel Bldg.
145	Theis Company, S. C.	New York	141 West 36th st.
		Chicago	Marquette Bldg.

V

146	Verree & Conklin, Inc.	New York	300 Madison ave.
		Chicago	28 East Jackson blvd.
		Detroit	117 Lafayette blvd.
		San Francisco	681 Market st.

W

147	Wales, Franklin E.	Chicago	17 North LaSalle st.
148	Wallis & Son, I. S.	Chicago	First National Bank Bldg.
149	Ward, Inc., Robert E.	Chicago	5 South Wabash ave.
		New York	501 5th ave.
150	Ward, W. D.	New York	154 Nassau st.
		Chicago	Marquette Bldg.
151	Watson, Inc., M. C.	New York	285 5th ave.
		Chicago	Peoples Gas Bldg.
		Boston	44 Bromfield st.
152	Weaver, Stuart E.	New York	522 5th ave.
153	Welsh, U. S. G.	New York	225 West 40th st.
154	Western Press Association	San Francisco	58 Sutter st.
155	Williams, Edwin C.	San Francisco	Hobart Bldg.
156	Williams, Lawrence & Cresmer Co.	New York	225 5th ave.
		Chicago	Harris Trust Bldg.
		San Francisco	742 Market st.
		Los Angeles	Times Bldg.
157	Wilson, Elmer	Chicago	Tribune Bldg.
158	Wilson, William H.	Chicago	Hearst Bldg.
159	Wolf Special Agency, Sidney J.	Los Angeles	Security Bldg.
		San Francisco	Hearst Bldg.
160	Woodward, John B.	New York	110 East 42nd st.
161	Woodward & Kelly	Chicago	Security Bldg.
		Detroit	Fine Arts Bldg.

STANDARD BOOKS ON NEWSPAPER MAKING AND ADVERTISING

ADVERTISING

Author	Title	Publisher
Adams, H. H.	Advertising and Its Mental Laws	Macmillan
Blanchard, Frank LeRoy	Essentials of Advertising	McGraw-Hill
Burdick, R. L.	Advertising to Retailers	Ronald Press
Calkins, Ernest Elmo	Business of Advertising	Appleton
Calkins, Ernest Elmo	The Advertising Man	Scribner
Case, Francis H.	Handbook of Church Advertising	Abingdon Press
Chasnoff, Joseph E.	Selling Newspaper Space	Ronald Press
Cherington, Paul T.	Advertising as a Business Force	Doubleday, Page
Dunn, Arthur	Scientific Selling and Advertising	Harper
Durstine, Roy S.	Making Advertisements and Making Them Fay	Scribner
Freeman, William C.	One Hundred Advertising Talks	Winthrop Press
Hall, S. Roland	Writing an Advertisement	Houghton-Mifflin
Hess, H. W.	Productive Advertising	Lippincott
Hotchkiss, George Burton, and Franken, Richard B.	The Leadership of Advertised Brands	Doubleday, Page
Hoyt, Charles W.	Training for the Business of Advertising	Woolson
Lee, James Melvin	"Advertising Copy," in Business Writing	Ronald Press
Lippincott, Wilmot	Outdoor Advertising	McGraw-Hill
MacGregor, T. D.	Book of Bank Advertising	Bankers' Pub. Co.
Moriarty, W. D.	The Economics of Marketing and Advertising	Harper
Nesbit, Wilbur D.	First Principles of Advertising	Gregg
Osborn, Alex F.	A Short Course in Advertising	Scribner
Parsons, Frank Alvah	Principles of Advertising Arrangement	Prang
Parsons, Frank Alvah	The Art Appeal in Display Advertising	Harper
Praigg, Noble T. (editor)	Advertising and Selling	Doubleday, Page
Ramsay, Robert E.	Effective Direct Advertising	Appleton
Tipper, Hotchkiss, Hollingworth & Parsons	Advertising, Its Principles and Practice	Ronald Press
A. A. C. W.	Advertising Year Book	Doubleday, Page

CIRCULATION

Ball, F. M.	"Circulation Problem" in The Coming Newspaper	Holt
Scott, William R.	Scientific Circulation Management	Ronald Press

COLLECTION OF EDITORIALS

Brisbane, Arthur	Editorials from the Hearst Newspapers	International Book Co.
Canby, Henry Seidel-Benet, William Rose, and Loveman, Amy	"Saturday Papers," Editorials from the Literary Review of The New York Evening Post	Macmillan
Congdon, Charles T.	The New York Tribune Essays	Redfield
Cunliffe, J. W. and Lomer, G. R.	Writing of Today	Century
Matthews, Franklin T. (editor)	Casual Essays of The New York Sun	Cooke
Sullivan, Mark (editor)	"National Floodmarks," from Collier's Weekly	Doran
	Editorials from The Philadelphia North American	Lippincott

EDITORIAL WRITING

Flint, L. N.	The Editorial	Appleton
Neal, Robert Wilson	Editorials and Editorial Writing	Home Correspondence School

NEWSPAPER MAKING

Bleyer, Willard Grosvenor	Profession of Journalism	Atlantic Monthly Press
Dana, Charles Anderson	Art of Newspaper Making	Appleton
Given, John L.	Making a Newspaper	Holt
Hyde, Grant Milnor	Newspaper Editing	Appleton
Philips, Melville (editor)	Making of a Newspaper	Putnam
Rogers, Jason	Newspaper Building	Harper
Shuman, Edwin L.	Practical Journalism	Appleton
Thorpe, Merle (editor)	The Coming Newspaper	Holt
Williams, Walter and Martin, Frank L.	Practice of Journalism	Missouri Book Co.

NEWS WRITING

Bleyer, Willard Grosvenor	Newspaper Writing and Editing	Houghton-Mifflin
Harrington, H. F., and Frankenberg, T. T.	Essentials in Journalism	Ginn
Hyde, Grant Milnor	Newspaper Reporting and Correspondence	Appleton
Miller, Douglas Wood	Practical Exercises in News Writing and Editing	Heath
Ross, Charles G.	Writing of News	Holt
Spencer, M. Lyle	News Writing	Heath

COLLECTIONS OF NEWS STORIES

Bleyer, Willard Grosvenor	Types of News Writing	Houghton-Mifflin
Harrington, H. F.	Typical Newspaper Stories	Ginn

NEWSPAPER MANUALS

Bastian, George C.	Editing the Day's News	Macmillan
Gavit, John Palmer	Reporter's Manual	Published by Author
Hyde, Grant Milnor	Handbook for Newspaper Workers	Appleton
McCarthy, James	The Newspaper Worker	Press Guild

COUNTRY WEEKLIES

Atwood, Millard Van Marter	The Country Newspaper	McClurg
Bing, Phil C.	Country Weekly	Appleton
Buxbee, O. F.	Establishing a Newspaper	Inland Printer Co.
Harger, Charles Moreau	"The Country Editor of Today," in The Profession of Journalism	Atlantic Monthly Press
Harris, Emerson P. and Florence	The Community Newspaper	Appleton
Powell, J. B.	Getting Subscribers for the Country Newspaper	Univ. of Mo.
Ross, Charles G.	News in the Country Paper	Univ. of Mo.
Tennal, Ralph	"Modern Type of Country Journalism" in The Coming Newspaper	Holt

NEWSPAPER ETHICS

Hadley, Arthur Twining	"The Formation of Public Opinion" in Standards of Public Morality	Macmillan
Hapgood, Norman	"Ethics of Journalism," in Everyday Ethics	Yale Univ. Press
Holt, Hamilton	Commercialism and Journalism	Houghton-Mifflin
Lee, James Melvin	"Ethics for Newspaper Men," in The Coming Newspaper	Holt
Lippmann, Walter	Public Opinion	Harcourt-Brace

VOCATIONAL BOOKS

Lee, James Melvin	Opportunities in the Newspaper Business	Harper

(Continued on page 210)

"While the Optimist Grins and the Pessimist Growls, the Actomist is Getting There"

An actomist is one who fits action to opportunity.

NEWSPAPER advertising progressed during 1923 more substantially than any other merchandising process. In a solid, stabilized way, it practically equalled in 1923, those quickly and often artificially expanded figures of 1920.

A few familiarly known old-timers were tempted to stray along other paths, and a few others, grown ultra-conservative with age and success, held a little aloof, but total space figures for the year show healthy consistent gains over 1922.

Analysis proves that ambitious and aggressive competitors are always in readiness to take advantage of apparent market opportunities of this kind, usually leading quickly into campaigns far more extensive than those which made way for them.

Newspaper advertising properly done has a quickness of response, a positiveness of action, a quality of confidence inspiration, and an immediate and constant availability, not possessed in like degree by any other type of medium. AND COSTS LESS.

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending trade already under way.

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

9 East 37th St. NEW YORK | Tribune Bldg. CHICAGO | Chemical Bldg. ST. LOUIS | Healey Bldg. ATLANTA

Chancery Bldg. SAN FRANCISCO | Title Insurance Bldg. LOS ANGELES | Securities Bldg. SEATTLE

STANDARD BOOKS ON NEWSPAPER MAKING AND ADVERTISING

(Continued from page 208)

Author	Title	Publisher
Lord, Chester S.	The Young Man and Journalism	Macmillan
Seitz, Don C.	Training for the Newspaper Trade	Lippincott
Williams, Talcott	The Newspaper Man	Scribner

SCHOOLS OF JOURNALISM

Lee, James Melvin	Technical Instruction in Journalism in Institutions of Higher Education	Bureau of Education, Washington, D. C.

HISTORIES OF AMERICAN JOURNALISM

Hudson, Frederic	Journalism in the United States, 1690-1872	Harper
Lee, James Melvin	History of American Journalism	Houghton-Mifflin
Payne, George Henry	History of Journalism in the United States	Appleton

HISTORIES OF NEW YORK NEWSPAPERS

Davis, Elmer	History of The New York Times	New York Times Co.
Heaton, John L.	The Story of a Page—New York World	Harper
Lee, James Melvin	The Oldest Daily Newspaper—The Globe	Commercial Advertiser Association
Nevins, Allan	The Evening Post—A Century of Journalism	Boni-Liveright
O'Brien, Frank M.	The Story of The Sun	Doran

HISTORIES OF BRITISH JOURNALISM

Andrews, Alexander	History of British Journalism	Bentley
Bourne, H. R. Fox	English Newspapers	Chatto & Windus
Grant, James	The Newspaper Press	Tinsley
Hunt, F. Knight	The Fourth Estate	Bogue
Muddiman, J. G. (J. B. Williams)	History of English Journalism	Longman's Green
Muddiman, J. G.	The King's Journalist	Lane

FOREIGN LANGUAGE NEWSPAPERS

Park, Robert E.	The Immigrant Press and Its Control	Harper

BOOKS IN FOREIGN LANGUAGES

Bucher, Karl	Die Entstehung der Volkswirtschaft (Early journalism see chapter "Die Aufänge des Zeitungswesens")	
Brunhuber, Robert	Das deutsche Zeitungswesen (German journalism)	
Dubief, Eugene	Le Journalisme (French journalism)	
Hatin, M.	Histoire Politiques et Litteraire de la Presse	
Mataja, Victor	Die Reklame (German advertising)	
Salomon, Ludwig	Geschichte des Deutschen Zeitungswesens (History of German journalism)	
Schwering, Anton	Handbuch der Reklame (Practical handbook of German advertising)	

JOURNALISM FOR HIGH SCHOOLS

Dillon, Charles	Journalism for High Schools	Noble
Flint, L. N.	Newspaper Writing in High Schools	University of Kansas
Harrington, H. F.	Writing for Print	Heath
Hyde, Grant Milnor	A Course in Journalistic Writing	Appleton

FICTION

Abbot, Willis J.	Philip Derby, Reporter	Dodd Mead
Adams, Samuel Hopkins	The Clarion	Houghton-Mifflin
Adams, Samuel Hopkins	Success	Houghton-Mifflin
Smith, Henry Justin	Deadlines	Covici-McGee
Williams, Jesse Lynch	The Stolen Story	Scribner

HOUSE ORGANS

Lee, James Melvin	"The House Organ," in Business Writing	Ronald Press
O'Shea, Peter F.	Employees' Magazines	Wilson
Ramsay, Robert E.	Effective House Organs	Appleton

PROOF READING

Ives, George B.	Text, Type and Style	Atlantic Monthly Press

NEWS INDEX

	Index to the News; published quarterly	The New York Times

NEWSPAPER LAW AND LIBEL

Hale, William G.	Law of the Press	West Publishing Co.

SURVEY AND CRITICISM

Angell, Norman	The Press and the Organization of Society	Labour Publishing Co.
Belloc, Hilaire	The Free Press	Allen & Unwin
Lippmann, Walter	Liberty and the News	Harcourt, Brace
Salmon, Lucy Maynard	The Newspaper and the Historian	Oxford Univ. Press
Villard, Oswald Garrison	Some Newspapers and Newspapermen	Knopf

NEWSPAPER BIBLIOGRAPHY

Cannon, Carl L.	Journalism, A List of References in English	New York Public Library

CARTOONS

Markey, Gene	Literary Lights—A Book of Carricatures	Knopf
Rosenberg, Manuel	Course in Newspaper Art	Pub. by Author

MISCELLANEOUS

Allsopp, Fred W.	Twenty Years in a Newspaper Office	Central Printing Co., Little Rock, Ark.
Bennett, E. A.	Journalism for Women (a Practical Guide)	John Lane
Bullard, F. Lauriston	Famous War Correspondents	Little-Brown
Cobb, Irvin S.	Stickfuls (Compositions of a Newspaper Minion)	Doran
Cortissoz, Royal	The Life of Whitelaw Reid	Scribner
Detweiler, Frederick G.	The Negro Press in the United States	Univ. of Chicago Press
Gibbs, Philip Sir	Adventures in Journalism	Harper
Henry, R. H.	Editors I Have Known	Pub. by Author
Jones, Richard Lloyd	Unseen Soldiers (Saturday Sermonettes)	Tulsa Tribune
Members of the staff of *The Kansas City Star*	William Rockhill Nelson	Riverside Press
Paine, Ralph D.	Roads of Adventure (War Adventures)	Houghton-Mifflin
Stone, Melville E.	Fifty Years a Journalist	Doubleday-Page
Swetland, Horace M.	Industrial Publishing	N. Y. Business Publishers' Association
Watterson, Henry	Marse Henry	Doran
Williams, Walter	The Press Congress of the World in Hawaii	Stephens, Columbia, Mo.
Winchester, C. T.	Principles of Literary Criticism	Macmillan
	The W. G. N. (The World's Greatest Newspaper)	Tribune Co., Chicago

PRESS GALLERY, LEAGUE OF NATIONS

INTERNATIONAL ASSOCIATION OF JOURNALISTS ACCREDITED TO THE LEAGUE OF NATIONS

Founded in 1921

Honorary Presidents:

Lord Robert Cecil — Paul Hymans
Augustin Edwards — Henry de Jouvenel

COMMITTEE

PRESIDENT—Frank Filliol, Swiss Telegraphic Agency.

VICE-PRESIDENTS—Dr. Max Beer, Wolff Agency; Dr. B. De Jong, Nieuwe Rotterdamsche Courant; Laurence Hills, New York Herald; Em. Taponier, L'Information; W. H. G. Werndel, Reuter's Agency.

SECRETARY GENERAL—André Glarner, Exchange Telegraph.

TREASURER—Ramon de Franch, La Prensa.

DELEGATE RESIDENT AT GENEVA—Jean François Laya, Le Temps.

MEMBERS OF THE COMMITTEE—Angelo Monti, Il Secolo; Joseph Palivec, Narodni Listy; Henry Ruffin (Retiring President) Agence Havas.

SECRETARIAT—5 rue Victor-Massé, Paris.

OFFICE OF THE ASSOCIATION AT GENEVA—4 Boulevard du Théâtre.

AMERICAN PRESS—John Clayton, New York Daily News, Paris; A. R. Decker, Chicago Daily News, Paris; Miss C. Drexel, McClure Newspaper Syndicate, New York; Wilbur Forrest, New York Tribune, Paris; Laurence Hills, New York Herald, Paris; Edwin L. James, New York Times, Paris; D. Lloyd, Christian Science Monitor, London; J. H. Lowrey, Philadelphia Public Ledger, Paris; Frank E. Mason, International News Service, Paris; Hugh O'Connor, St. Louis Post Dispatch, Paris; Joseph E. Sharkey, Associated Press, Geneva; Elliott F. Shepard, New York Evening Mail, Paris; Paul Scott Mowrer, Chicago Daily News, Paris; Ferdinand Tuohy, New York World, Paris; S. F. Wader, Associated Press, Paris; Henry Wales, Chicago Tribune, Paris; Henry Wood, United Press of America, Geneva.

ARGENTINE PRESS—F. Ortiz Echague, La Nacion, Paris. Ramon de Franch, La Prensa, Paris.

AUSTRIAN PRESS—Richard Bermann, Tag, Vienna.

BELGIAN PRESS—Paul Adam, Le Soir, Geneva. Henri La Fontaine, Journal de Charleroi, Brussels. Haubrechts, Agence Télégraphique Belge, Geneva.

BRITISH PRESS—Edmond D'Arcis, The Times, Geneva. Mrs. Silvia Bielloch, Daily Herald, Geneva. H. P. Devitte, Daily Express, Geneva. André Glarner, Exchange Telegraph, Paris. Julian Grande, Daily Telegraph, Geneva. H. Wilson Harris, Daily News, London. R. J. MacHugh, Daily Telegraph, London. H. Challinor James, Daily Mail, Vevey. S. J. Jennings, Daily News, Geneva. J. Landa, Westminister Gazette, London. Robert J. Leiper, Morning Post, London. Percy J. Philip, Birmingham Daily Post, Paris. W. H. G. Werndel, Reuter's Agency, London.

BULGARIAN PRESS—Georges Koulicheff, Slovo, Sofia.

CHINESE PRESS—Unio Wang, Shen Pao, Vienna.

CZECHOSLOVAK PRESS—Joseph Linhart, Prava Lidu, Geneva. S. Netchasek, Venkov, Geneva. Joseph Palivec, Norodni Listy, Geneva. Dr. Jean Stavnik, Prager Presse, Paris.

DANISH PRESS—Carl Muusman, Nationaltidende, Copenhagen. Andreas Winding, Politiken, Copenhagen.

DUTCH PRESS—Dr. de Jong, Nieuwe Rotterdamsche Courant, Berne. J. H. van Meurs, Telegraaf, Geneva. Dr. Thierry van Schendenburg, Algemeen Handelsblad.

ESTHONIAN PRESS—Ewald Amende, Revala Bote, Reval. Georg Peter Meri, Agence Télégraphique Estonienne, Tallinn. Vitus Poom, Põevaleht, Tallinn.

FRENCH PRESS—Edouard Bauty, Journal des Débats, Geneva. Paul du Bochet, Petit Parisien, Geneva. Charles Dulot, Le Temps, Paris. Albert de Gobart, L'Intransigeant, Paris. Jean-François Laya, Le Temps, Geneva. Camille Lemercier, L'Oeuvre, Paris. Philippe Millet, Petit Parisien, Paris. Marcel Nadal, Petit Journal, Paris. Robert Poulaine, Petit Journal, Paris. Tony Roche, Le Journal, Geneva. Henry Ruffin, Agence Havas, Paris. Jules Sauerwein, Le Matin, Paris. Emile Taponier, L'Information, Paris. Gabriel Tierrand, L'Echo de Paris, Paris. John Veyre, Le Lyon Républicain, Geneva.

GERMAN PRESS—Dr. Julius Becker, Vossische Zeitung, Geneva. Dr. Max Beer, Wolff Agency, Geneva. Franz Farga, Deutsche Tageszeitung, Geneva.

IRISH PRESS—Patrick Hooper, Freeman's Journal, Dublin.

JAPANESE PRESS—Shiro Machida, Asai, Paris.

ITALIAN PRESS—Antonio Agresti, La Tribuna, Rome. Angelo Monti, Il Secolo, Geneva.

POLISH PRESS—Witold Noskowski, Kurjer Poranny, Warsaw.

SERBIAN PRESS—D. Miletitch, Trpovinski Glasnik, Geneva. Valitch, Novi Vek, Geneva.

SPANISH PRESS—Julio A. Del Vayo, El Sol, Berlin.

SWEDISH PRESS—Sven G. M. Backlund, Ny Tid, Goeteborg. Georg Popoff, Goeteborgs Handels och Sjöparts Tidningen. Oscar Thessing, Social Demokraten, Stockholm. Johanna Wickman, Dagens Nyheter, Stockholm.

SWISS PRESS—Ludwig Bauer, Nationalzeitung, Bâle. Marius Berthet, La Suisse, Geneva. Edouard Chapuisat, Journal de Genève, Geneva. Maxime Courvoisier, Le Démocrate, Délémont. Heinrich Droz, Nouvelle Gazette de Zurich, Geneva. Frank Filliol, Agence Télégraphique Suisse, Geneva. Charles Kubik, Agence Télégraphique Suisse, Geneva. Albert Oeri, Basler Nachrichten, Bâle. Maurice Muret, Gazette de Lausanne, Paris. Ernest Rietmann, Nouvelle Gazette de Zurich, Zurich. E. Sommer, La Suisse, Geneva.

PRESS CONGRESS OF THE WORLD

President—Walter Williams, University of Missouri, Columbia, Mo., U. S. A.

Secretary-treasurer—James Wright Brown, c/o EDITOR & PUBLISHER, 63 Park Row, New York, U. S. A.

Governing Committee—

E. F. Lawson, England.
K. Sugimura, Japan.
Edouard Chapuisat, Switzerland.
V. R. Beteta, Guatemala.
Robert Bell, New Zealand.
Ludvig Saxe, Norway.
Thales Coutoupis, Greece.
Hollington K. Tong, China.
Oswald Mayrand, Canada.
F. Horace Rose, South Africa.
Sebastiao Sampaio, South America.
Guy Innes, Australia.

Vice-Presidents

Argentina—Ezequiel Paz and Dr. Jorge Mitre.
Australia—Keith Murdock and H. A. Davies.
Brazil—Jose Carlos Rodrigues and Felix Pacheco.
Belgium—Edouard J. C. Fonteyne.
Canada—Walter Nichol and Oswald Mayrand.
Chile—Augustin Edwards and Dr. Carlos Silva Vildosola.
China—Hin Wong and Sze Liang Zay.
Colombia—Enrique Lievano and Ismael E. Arciniegas.
Costa Rica—Luis Cruz Meza and Guillermo Vargas Calvo.
Cuba—Augustin Lazo and Jose I. Rivero.
Denmark—Kristian Dahl and J. Borgbjerg.
Dominican Republic—Arturo Pellerano Alfau and Conrado Sanchez.
Ecuador—Leonidas Pallares Arteta and Cesar Ronja Cordero.
France—Philippe Millet and Stephane Lauzanne.
Great Britain—Sir Campbell Stuart and Sir William Davies.
Greece—Thales Coutoupis.
Guatemala—V. R. Beteta.
Holland—D. Hans and Dr. G. G. van der Heuven.
Honduras—Froylan Turcios and Paulino Valladares.
India—Sir S. Banergee and R. N. Vatchaghandy.
Ireland—J. F. Charlesson and W. T. Brewster.
Italy—M. Borsa and Olindo Malagodi.
Japan—K. Sugimura and M. Zunota.
Korea—Henry Chung and Dong Sung Kim.
Mexico—Raphael Alducin and Felix F. Palavicini.
New Zealand—Robert Bell and Cecil W. Lay.
Nicaragua—Manuel Maldonado and Juan Ramon Aviles.
Norway—Ludvig Saxe.
Panama—Guillermo Andreve and Guillermo Colunje.
Paraguay—Dr. Enrique Bordenave and Dr. Carlos Luis Isasi.
Peru—Oscar Miro Quesada and Luis Fernan Cisneros.
Philippine Islands—Gregorio Nieva and Conrado Benites.
Porto Rico—Manuel Fernandez Juncos and Jose Elias Levis.
Portugal—Alfredo de Mesquita and Dr. Julio Dantas.
Salvador—Roman Mayorga Rivas and Francisco Gavidian.
South Africa—F. Horace Rose and P. I. Davis.
Spain—Rufino Blanco and E. Gomez Baquero.
Switzerland—H. Schoop and Edouard Chapuisat.
Turkey—Mihran Nacachian and Vertanes Mardigian.
United States—Frank P. Glass and Gardner Kline.
Uruguay—Jose Batle Ordonez and Dr. Jose Andrés Mata.
Venezuela—Laureano Vallenilla Lanz and Andrés Mata.

ROBERT S. McCORMICK
Vice President
Chicago

JOHN W. CULLEN
President
Chicago

JAMES A. WARD
Ass't to President
Chicago

Robert E. Ward, Inc.

Publishers' Representatives

501 Fifth Ave.
New York

5 South Wabash Ave.
Chicago

Exclusive National Representatives for first choice daily newspapers in the pick of U. S. markets.

Send for list

Get acquainted with the organization that sells this desirable space—

"NUFF SED"

H. B. GRAMM
New York Manager

WM. C. WEBBER
Northwestern Rep.

SAMUEL J. PERRY
New York

HUGHLETT HOLLYDAY
Southwestern Rep.

MAURICE PERRY
New York

GEO. E. GILBERTSEN
Ohio Rep.

COURT RULINGS

UNITED TYPOTHETÆ RESTRAINED FROM INFLUENCING PRINTING PRICES—Federal Trade Commission ordered United Typothetae of America to discontinue the following practices:

1. Conducting its system of education in principles and methods of cost accounting in such a way as to suggest any uniform percentage to be included in selling prices as profit or otherwise by members or others using such system of cost accounting.

2. Requiring or receiving from members and others using its uniform cost-accounting system, identified and itemized statements of production costs for the purpose of calculating average, normal, or standard costs of production and from publishing them to members and the trade generally as a Standard Price List or Standard Guide or association cost or price list under any other name.

3. Compiling and publishing for use by members and others in the same trade, normal, average or standard costs with instructions or suggestions for the translation of such standard costs into selling prices under the name of Standard Price List, or Standard Guide, or any other name.

NO UNFAIR COMPETITION IN BINGHAMTON—Litigation of nine years between Guy W. Beardsley, former publisher, Binghamton (N. Y.) Herald, and Willis Sharpe Kilmer and Jerome B. Hadsell, publishers, Binghamton Press, in an action to recover $500,000 damages for alleged unfair competition, ended May 29 by decision of the New York Court of Appeals dismissing the complaint.

Beardsley alleged the publication of the Binghamton Press had its origin in a conspiracy of the defendants with the late Jonas M. Kilmer, father of Willis Sharpe Kilmer, to ruin his business. He had published several articles in the Herald to which the Kilmers objected as reflecting on them and their business, the manufacture of "Swamp Root," and in 1901 they brought an action against Beardsley for libel, which was never tried. The Binghamton Press Company was organized in 1904 and has since published the Press.

The complaint alleged Willis Sharpe Kilmer used unfair methods to obtain Herald employes, newsboys, subscribers and advertisers and the city printing by underbidding at a financial loss. The Herald had a circulation of about 13,000 at the time, with no debts, and was paying a 10 per cent dividend, but was forced to suspend publication in 1910.

EDITOR FINED FOR VIOLATING 1922 RAILROAD INJUNCTION—G. V. Sanders, editor Memphis Press, was fined $300 and costs for violation of a Federal injunction issued by Judge J. W. Ross during the railroad shop strike in July, 1922. The Government held that publication of an editorial "The King Forbids" was calculated to cause disrespect of the court.

JURY'S PRESENCE UNNECESSARY—Judge J. Stanley Webster, Federal District of Eastern Washington, ruled that newspapers had a right to publish evidence taken while the jury was out of the room and which had not be admitted.

FORBIDS INTERVIEWS DURING TRIAL—U. S. District Judge Claude Z. Luse threatened contempt proceedings against the Superior (Wis.) Telegram, following publication of a story descriptive of a trial in his court. The story was based on interviews with the prosecutor and with two postal inspectors, witnesses against Victor H. Arnold, charged with fraudulent use of the mails. The court warned reporters that they must confine their writings to a "bare recital of occurrences in the courtroom," and that "no interview, or purported interview" with anyone, in which the trial was discussed, should be published, under pain of contempt.

JAILED FOR PRINTING DEFENDANT'S RECORD BEFORE TRIAL—E. T. Leech, editor; Jack Bethea, managing editor; and L. Robinson, reporter, Birmingham (Ala.) Post, were sentenced to jail for 24 hours by Circuit Court Judge C. P. Heffiin, in connection with the publication of facts concerning a criminal trial. The article, following which the judge postponed the defendant's trial for a week, reviewed the defendant's connection with two offenses for which he was to be tried. All information was based on court records, the newspaper men held, but the court ruled that the liberty of the press was secondary to human liberty. Leave to appeal was denied.

PEW'S CONTRACT BROKEN BY I. N. S.—Marlen E. Pew, formerly editor and manager, International News Service vs. International News Service for broken contract; Pew awarded $49,500 damages in Queens Supreme Court, Long Island City, N. Y., Nov. 30. Appeal was taken.

ANTI-STAMP LAW UNCONSTITUTIONAL—Kentucky Court of Appeals declared unconstitutional the state law which prohibited the giving of trading stamps or cash discounts by retail merchants to customers.

ALLEGATIONS IN DIVORCE BILL PRIVILEGED—Allegations made in a divorce bill filed with the clerk of the District of Columbia Supreme Court constitute privileged matter and may be published as such by newspapers before a ruling is issued by the court, as well as after such a ruling, it was decided by Judge Hoehling in the case of Mrs. Dora Berman, who sued the Washington Times for $10,000 damages for publication of charges made in her husband's bill for divorce.

"SECONDS" CALLED "PERFECT" TIRES BROUGHT $50 FINE—Convicted of fraudulently advertising in newspapers that Fisk and Ajax tires, stamped seconds were "perfect in every respect," Max Katz, treasurer of the Merchants Tire Company, Boston, was fined $50. The charge was pressed by the Better Business Bureau of Boston.

MENNEN SALES POLICY HELD LEGAL.—U. S. Circuit Court of Appeals unanimously reversed a Federal Trade Commission order directing the Mennen Company, Newark, N. J., to refrain from giving trade discounts and other alleged unfair methods of competition. The court held that "if real competition is to continue, the right of the individual to exercise reasonable discretion in respect to his own business methods must be preserved," adding that "the Mennen Company has a right freely to exercise its own independent discretion as to whether it will sell to wholesalers only or whether it will sell both wholesalers and retailers. If it decides to sell to both, it has a right to determine whether or not it shall sell to retailers on the same terms as it sells to wholesalers."

NO PRICE, NO CONTRACT—New York Court of Appeals sustained contention of Remington Paper & Power Company, Watertown, N. Y., in its litigation with the Sun Printing & Publishing Association of New York City. The action was brought to recover $1,510,000 damages for alleged breach of contract by which the Sun was to purchase 16,000 tons of newsprint in 1919.

The paper was to be delivered in installments of 1,000 tons a month at price charged by Canadian Export Paper Company. After 4,000 tons were delivered Remington company refused to deliver balance on the ground that the contract was void for lack of mutuality as price was indefinite.

ADVERTISER UNABLE TO PROVE DAMAGE BY NEWSPAPER ERRORS LOSES SUIT—Brooklyn Daily Eagle awarded verdict by Kingston (N. Y.) jury in suit brought by Eddyville (N. Y.) summer resort advertiser who claimed that his business had been injured by typographical errors in his advertising. Wrong classifications, misspelled names, and omission of the advertisements were charged. The defense showed that the advertiser, despite the errors, filled his own hotel with guests and had to engage another house to care for the overflow.

"U. S." NOT ADVERTISABLE—Federal Trade Commission order in case of United States Refining Company, forbids use of "United States" or "U. S." in advertising.

"BLONDE," MENTIONED IN AD, AWARDED DAMAGES—Stanley Mills & Co., Ltd., Hamilton (Ont.) store, ran a page advertisement in the Hamilton Spectator and the Hamilton Herald. Saying in part: "When you're told to go into a department store to match some ribbon, don't feel so abused you feel justified in flirting with the blonde behind the glove counter to cheer yourself up."

On the basis of this statement, Miss Edith Emma Garland, an employe, brought action against the company for $5,000, claiming libel.

Miss Garland contended that she was the "blonde" referred to; that there was an innuendo that she was of questionable character, and that the advertisement exposed her to ridicule and insult.

For the company it was claimed that the statement was "snappy advertising" and that, along with other "smart sayings," it had been clipped from an advertising book.

The Judge ruled that the statement was actionable. The jury awarded Miss Garland $1,500 and costs.

NEWS FILMS ARE NOT NEWSPAPERS.—Censorship of news reels was held constitutional by the New York Court of Appeals, in a controversy between the Pathe Exchange, Inc., and the State Board of Censors. It was contended by the Pathe Exchange that the law violated the constitutional liberty of the press, as the films were of actual news events, like newspaper stories. The film which caused the litigation was a picture of bathing beauties at Atlantic City, N. J.

MISTAKEN IDENTITY COSTS PUBLISHER $10,000.—New York World lost appeal before N. Y. Court of Appeals from verdict of $10,000 damages awarded Evelyn C. Scott, former actress. Action was brought following a story of the conviction of Evelyn Granville as drug addict and prostitute in Woman's Night Court of New York and her sentence to the workhouse. The story said she was a former popular actress and that she had been convicted of public intoxication and other offences eleven times. The stage name of Mrs. Scott was Evelyn Granville, and the woman convicted bore that name.

Mrs. Scott early in life, it was admitted, had figured in court records, but in 1899 she married John J. Scott and moved to Pittsburgh, where, she says, she led an exemplary life. The other woman, a police court character, was frequently convicted, and the similarity of names resulted in the reference to Mrs. Scott as the woman.

Mrs. Scott called attention to the errors in referring to her and requested that no further references be made to her.

The defense was that the story was privileged as a court report, and that similarity of names and previous career of the actress was justification and showed the absence of malicious intent.

CAN'T CENSOR ADVERTISING COPY AFTER ACCEPTING IT.—A newspaper cannot censor copy which it accepts from an advertiser, a Kansas City trial court and jury held in denying plea by the Kansas City Star for payment of $2,979.20 for advertising of Foreman & Clark, clothiers. Agents of the latter testified that they gave specific instructions at the time the advertisements referred to in the trial were submitted, not to publish them except in the exact form submitted. This was the issue submitted to the jury, nine out of twelve of which decided against the Star.

TRUTH DEFENSE IN PUBLISHING NON-PRIVILEGED MATTER.—No defense but truth of the news published was put forward by the Oklahoma City Oklahoman in a $10,000 libel suit before a jury following publication of an unprivileged court record, on information drawn up by the county attorney's office, but never filed. Embezzlement was charged in information, but restitution was made by accused before document was recorded. The court held no cause for action against Oklahoman.

COLUMNIST'S CONTRACT HELD VALID.—Associated Newspaper Syndicate vs. H. [illegible] Phillips, injunction restraining Phillips from working for any other organization affirmed by U. S. Court of Appeals, Eastern District.

NEWSDEALER NOT LIABLE FOR OBSCENE WORKS HE SELLS.—Magistrate Goodman, New York, ruled that a newsstand proprietor could not be declared guilty of selling obscene literature, if it could not be proved that he had personal knowledge of the contents of the publication in which the objectionable matter had been printed.

CURTIS' SIGNATURE DIDN'T BIND PUBLIC LEDGER.—Philadelphia Public Ledger never owned copyright on Ambassador James W. Gerard's book "My Four Years in Germany," Federal Court of Appeals, St. Louis, in suit of Public Ledger vs. Kansas City Post. Contract was not between author and corporation but between author and C. H. K. Curtis, president of corporation.

WISCONSIN TRADING STAMP LAW APPLIES TO COUPONS IN NEWSPAPERS.—Wisconsin newspapers publishing coupons entitling holder (with certain sum of money) to merchandise, come within terms of the state trading stamp law, according to ruling of Attorney General's office.

CITY OFFICIALS CAN'T HECKLE PRESS.—Application by Corporation Counsel Rann of Buffalo, for subpoenas against Marc A. Bee, William F. O'Connell and Frank Blume, Buffalo News editorial staff, requiring them to show cause why they should not appear before Mayor Schwab regarding articles in the News on vice conditions in Buffalo, was denied by Supreme Court Justice Marcus.

Justice Marcus said: "I am strongly impressed by the view that it would be unwise to heckle and annoy the press. If every article subjected them to an examination that would harass and annoy whenever the subject matter was unpleasant by way of criticism of officials, the public would lose much, even recognizing the license oftentimes used."

COURTS REFUSE VERDICT TO COL. CRESSON.—Fourth Court of Civil Appeals, sitting at San Antonio, Tex., affirmed trial court's decision regarding damages in the case of Col. C. C. Cresson against Ft. Worth Star-Telegram. The trial court had held that while the Star-Telegram's report of Col. Cresson's actions in the escape of Grover C. Bergdoll, draft evader, from military custody, was not fair, true and impartial, the plaintiff was entitled to neither actual nor exemplary damages. The appellate court held that the Star-Telegram's account of the Congressional committee report in which Col. Cresson's artc were criticised, was fair, true and impartial and that the trial judge could have properly instructed the jury to return a verdict for the newspaper.

U. S. Judge W. F. Booth in St. Paul granted judgment in favor of St. Paul Dispatch in suit by Col. C. C. Cresson for $100,000 damages in connection with an A. P. story regarding Congressional investigation of the escape of Grover C. Bergdoll. The matter was held privileged.

KADEL & HERBERT

A Pictorial News Service That Is the Best

We carefully select our pictures from the news events, oddities, sports, fashions and other features of the day.

Our aim is quality and quantity, and while the pictures are the best, the cost is no more than others.

Our service is regularly subscribed to by 57 daily newspapers who willingly give their unqualified endorsement.

Write for Rates

KADEL & HERBERT

153 EAST 42nd STREET NEW YORK CITY

BENJAMIN & KENTNOR COMPANY

ESTABLISHED 1893

HARRY D. REYNOLDS, President
JOHN T. FITZGERALD, Vice President
WILLIAM F. KENTNOR, Secretary

Representing Daily Newspapers
National Advertising

SERVICE

2 West 45th Street
NEW YORK

900 Mallers Building
CHICAGO

401 Van Nuys Building
LOS ANGELES

Los Angeles Office in Charge of Arthur A. Hinkley

The **1924 EDITION** *of the*

AMERICAN NEWSPAPER ANNUAL & DIRECTORY

IS READY FOR DELIVERY

The present volume contains all the old features and some new ones. There are 100 specially engraved Maps and 349 lists of different classes of publications. Gazetteer information has been recently revised. Populations are from the recent Census.

The price is $15.00, carriage paid in the United States and Canada. An early order gives longest service of the book, and carries with it a copy of the Mid-Year Supplement free of charge.

Address the publishers.

N. W. AYER & SON

PHILADELPHIA PENNSYLVANIA

8,697,622 Gravure!

Not only is Gravure the handsomest advertising medium, but it is today the greatest medium. The 62 gravure newspapers of the United States, published in 42 cities, have a combined circulation of 8,697,622.

Just compare this with any other single medium you know of!

The Gravure Service Corporation is headquarters for information on *all* gravure newspapers. Its complete statistics, rates, charts, etc., are yours for the asking.

Start your Gravure Advertising by using the powerful

GRAVURE SERVICE ADVERTISING GROUP

comprising these 16 famous newspapers:

Albany Knickerbocker Press
Atlanta Journal
Buffalo Courier
Chicago Daily News
Cleveland Plain Dealer
Des Moines Register
Erie Dispatch Herald
Hartford Courant
Houston Chronicle
Indianapolis Star
Louisville Herald
Minneapolis Tribune
St. Louis Globe Democrat
South Bend News Times
Syracuse Post Standard
Montreal La Presse

The combined circulation is 1,951,157.

The open rate is $8.25 a line. Minimum rate $7.02.

Users of the above group can now obtain, without charge, vitally important ADVANCE PROOFS IN GRAVURE for salesmen, jobbers, and dealers. These beautiful advance proofs are needed to merchandise products most quickly, economically and successfully.

The advertiser or agent using the Gravure Service Advertising Group need furnish only ONE original and the Gravure Service Corporation will attend to all details for inserting advertising without further production effort, not only in the newspapers of the Gravure Service Group, but in any other gravure newspapers which the advertiser may wish to use.

For whatever you wish to know about Gravure advertising inquire here at Gravure Headquarters.

Write today for complete details.

Gravure Service Corporation
25 West 43rd Street New York City

Chicago, 168 N. Mich. Ave., Young & Ward
Boston, Little Bldg., M. W. Burlingame
Los Angeles, San Fernando Bldg., T. F. Magrane
San Francisco, Sharon Bldg., Fred L. Hall

NEWSPAPER ROTOGRAVURE SECTIONS

ALASKA
CORDOVA: Times.

CALIFORNIA
LOS ANGELES: Examiner; Times.
SAN FRANCISCO: Chronicle.

COLORADO
DENVER: Rocky Mountain News.

CONNECTICUT
HARTFORD: Courant.
NEW HAVEN: Union.
WATERBURY: Republican.

DISTRICT OF COLUMBIA
WASHINGTON: Herald; Post; Star.

FLORIDA
MIAMI: Metropolis.

GEORGIA
ATLANTA: Journal.
ROME: Tribune-Herald.

ILLINOIS
CHICAGO: Tribune.
PEORIA: Journal Transcript.

INDIANA
FT. WAYNE: News Sentinel.
INDIANAPOLIS: Star.
SOUTH BEND: News-Times.

IOWA
DES MOINES: Register.

KANSAS
WICHITA: Eagle.

KENTUCKY
BOWLING GREEN: Times-Journal.
LOUISVILLE: Courier Journal; Herald.

LOUISIANA
NEW ORLEANS: Time-Picayune.

MARYLAND
BALTIMORE: American; Sun.

MASSACHUSETTS
BOSTON: Herald.
LAWRENCE: Eagle.
SPRINGFIELD: Republican.

MICHIGAN
DETROIT: Free Press.
GRAND RAPIDS: Herald.

MINNESOTA
MINNEAPOLIS: Journal; Tribune.

MISSOURI
KANSAS CITY: Journal
ST. LOUIS: Globe-Democrat; Post-Dispatch

NEBRASKA
OMAHA: Bee.

NEW HAMPSHIRE
MANCHESTER: Union.

NEW JERSEY
ASBURY PARK: Press.
BAYONNE: News-Review.
NEWARK: Call.

NEW YORK
ALBANY: Knickerbocker Press.
BROOKLYN: Standard Union.
BUFFALO: Courier; Express; Times.
COHOES: American.
ITHACA: Journal-News.
LACKAWANNA: Journal.
NEW YORK CITY: Herald; Post (Sat. Ev. Ed.); Telegraph; Times; Tribune; World.
ROCHESTER: Democrat & Chronicle.
SYRACUSE: Herald.
WATERTOWN: Standard.

OHIO
CINCINNATI: Commercial Tribune; Enquirer.
CLEVELAND: News Leader; Plain Dealer.
HAMILTON: Journal.
MIDDLETOWN: Journal.

OREGON
SALEM: News.

PENNSYLVANIA
CONNELLSVILLE: News.
DOYLESTOWN: News.
PHILADELPHIA: Item; Public Ledger.
PITTSBURGH: Press.

RHODE ISLAND
PROVIDENCE: Journal.

TENNESSEE
NASHVILLE: Banner.

TEXAS
HOUSTON: Chronicle.
WACO: Times Herald.

NEWSPAPER BROADCASTING STATIONS

City	Newspaper	Station	Wave Lengths	
Amarillo, Tex.	News	WRAU	360 meters	834 kilocycles
Atlanta, Ga.	Constitution	WGM	429 meters	700 kilocycles
Atlanta, Ga.	Journal	WSB	425 meters	700 kilocycles
Bellingham, Wash.	Herald	KDZR	261 meters	1,150 kilocycles
Berkeley, Cal.	Gazette	KRE	278 meters	1,080 kilocycles
Butte, Mont.	Anaconda	KFAP	360 meters	834 kilocycles
Canton, Ohio	News	WWB	268 meters	1,120 kilocycles
Chicago, Ill.	Drovers Journal	WAAF	286 meters	1,050 kilocycles
Chicago, Ill.	News	WMAQ	448 meters	670 kilocycles
Dallas, Tex.	News & Dallas Journal	WFAA	476 meters	630 kilocycles
Des Moines, Ia.	Register & Tribune	WGF	360 meters	834 kilocycles
Detroit, Mich.	Free Press	WCX	517 meters	581 kilocycles
Detroit, Mich.	News	WWJ	517 meters	580 kilocycles
Fairbanks, Alaska	Northern Commercial	WJAY	360 meters	834 kilocycles
Fall River, Mass.	Herald	WTAB	248 meters	1,210 kilocycles
Ft. Smith, Ark.	South West American	WGAR	361 meters	834 kilocycles
Ft. Worth, Tex.	Star Telegram	WBAP	476 meters	630 kilocycles
Fond du Lac, Wis.	Commonwealth	KFIZ	273 meters	1,100 kilocycles
Great Falls, Mont.	Tribune	KDYS	360 meters	834 kilocycles
Greeley, Colo.	Republican	KFJD	236 meters	1,270 kilocycles
Hamilton, Ont.	Republican	WBAU	258 meters	1,160 kilocycles
Hartford, Conn.	Courant	WDAK	261 meters	1,150 kilocycles
Honolulu, Hawaii	Advertiser	KGU	360 meters	834 kilocycles
Honolulu, Hawaii	Star Bulletin	KDYX	360 meters	834 kilocycles
Hunting, Ill.	Press	WHAY	360 meters	834 kilocycles
Jacksonville, Fla.	Times Union	WDAL	360 meters	734 kilocycles
Kansas City, Mo.	Drovers Telegram	WMAJ	275 meters	834 kilocycles
Kansas City, Mo.	Star	WDAF	411 meters	730 kilocycles
Lansing, Mich.	Capital News	WHAL	248 meters	1,210 kilocycles
Los Angeles, Cal.	Examiner	KWH	360 meters	834 kilocycles
Los Angeles, Cal.	Examiner	KPK	469 meters	640 kilocycles
Los Angeles, Cal.	Times Mirror	KHJ	395 meters	760 kilocycles
Louisville, Ky.	Courier Journal & Times	WHAS	400 meters	750 kilocycles
Marion, Ind.	Chronicle	WIAQ	226 meters	1,339 kilocycles
Memphis, Tenn.	Commercial Appeal	WMC	500 meters	600 kilocycles
Modesto, Cal.	Herald	KXD	252 meters	1,190 kilocycles
Mt. Vernon	Register News	WABF	234 meters	1,280 kilocycles
Norfolk, Va.	News	WJAG	360 meters	834 kilocycles
Muncie, Ind.	Press	WJAF	360 meters	834 kilocycles
Oakland, Cal.	Tribune	KGA	250 meters	1,199 kilocycles
Oakland, Cal.	Tribune	KLX	360 meters	834 kilocycles
Omaha, Neb.	Journal Stockman	WIAK	257 meters	1,080 kilocycles
Paducah, Ky.	Sun	WIAR	360 meters	834 kilocycles
Peoria, Ill.	Star	WJAN	280 meters	1,070 kilocycles
Pittsburgh, Pa.	Sun	KDYA	326 meters	920 kilocycles
Portland, Ore.	Oregonian	KGW	492 meters	610 kilocycles
Salt Lake City, Utah	Telegram	KDYL	360 meters	834 kilocycles
Salt Lake City, Utah	Tribune	KZN	360 meters	834 kilocycles
San Francisco, Cal.	Examiner	KUO	360 meters	834 kilocycles
Scranton, Pa.	Times	WQAN	280 meters	1,071 kilocycles
Seattle, Wash.	Post Intelligencer	KFJC	233 meters	1,290 kilocycles
Sioux Falls, S. D.	Argus Leader	WEAT	360 meters	834 kilocycles
South Bend, Ind.	Tribune	WGAZ	360 meters	834 kilocycles
St. Louis, Mo.	Post Dispatch	KSD	546 meters	550 kilocycles
Tacoma, Wash.	Ledger	KGA	361 meters	834 kilocycles
Tacoma, Wash.	Times	KMO	360 meters	834 kilocycles
Tampa, Fla.	Times	WDAE	361 meters	834 kilocycles
Topeka, Kan.	Capital	WJAQ	360 meters	834 kilocycles
Trinidad, Colo.	Chronicle	KFBS	360 meters	834 kilocycles

Largest Patronage in the Industry

—we wish to thank our customers

POWERS PHOTO ENGRAVING COMPANY
154 Nassau St., New York City. Beekman 4200

POWERS COLORITYPE COMPANY
229 W. 28th St., New York City. Watkins 7200

POWERS REPRODUCTION CORPORATION
205 W. 39th St., New York City. Pennsylvania 0600

POWERS FOURTH ENGRAVING COMPANY
Broadway and 50th St., New York City. Circle 1300

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF CANADIAN DAILY NEWSPAPERS

ALBERTA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CALGARY, 63,117.													
†Albertan (I-L) (17c)	11,578	.05	.043	Albertan Pub. Co., Ltd.	W. M. Davidson	W. M. Davidson	Jeffrey Dingman	W. M. Davidson	H. J. Ford	W. H. Horner	Walter Bryan	C. A. Owings	M. Walker
Herald (I) (7c-1c-13c) (46-62)	22,968	.08	...	Calgary Herald, Ltd.	J. H. Woods		C. Hayden		W. J. Watson	O. L. Spencer	A. J. Hilliker		F. Milne
EDMONTON, 58,627.													
†Bulletin (7c)	4,156	.05	.03	Edmonton Bulletin, Ltd.	John Howey				Robt. J. Robb	C. Dunham	John Michaels	C. Dunham	Wm. Watt
Journal (I) (7c-1c-13c-45)	20,086	.07	...	Edmonton Journal, Ltd.	C. R. Morrison	John M. Imrie	Frank McPherson		A. Yockney	George B. Cooper	Harry E. Fuller	Roy Hagerman	Harry Lambert
LETHBRIDGE, 11,055.													
Herald (I) (J) (7c-1c-13c)	6,003	.03	.025	Herald Ptg. Co., Ltd.	H. G. Long	W. A. Buchanan	C. F. Steele	W. A. Buchanan	John Torrance	John Torrance	L. Lindsay	R. W. Van Blarcom	Leonard Kane; Thomas Evans[1]
MEDICINE HAT, 8,900.													
News (L) (47-150)	1,842	.015	.017	Medicine Hat News, Ltd.		A. J. N. Terrill	T. A. Maxwell	A. J. N. Terrill	T. R. Osborne	T. R. Osborne; M. Donaldson[3]	W. J. Worth	W. J. Worth	E. Downing[2]

BRITISH COLUMBIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
NANAIMO, 8,306.													
Free Press (none) (d)	....	.02	...	Nanaimo Free Press Ptg. & Pub. Co.	T. B. Booth								
†Herald (m) (I) (J) (47)	....	.018	.014	R. R. Hindmarch		R. R. Hindmarch		R. R. Hindmarch	R. R. Hindmarch	R. R. Hindmarch	Jno. McGuckie	E. M. Waugh	F. S. Freethy; Thos. M. Buxton
Sunday edition	....												
NELSON, 4,476.													
†Daily News (C) (J) (123-47)	3,687	.025	.025	F. F. Payne	F. F. Payne					W. A. Curran	M. Carlson	M. Gansdall	K. S. Hudson; D. C. McMorris[1]
NEW WESTMINSTER, 14,000.													
British Columbian (I) (J) (none)	....	.029	...	Columbian Co., Ltd.	J. D. Taylor	J. L. Cunningham	R. A. McLellan	J. D. Taylor	J. D. Taylor	A. R. Blair	C. D. Peele	A. R. Blair	H. W. Walsh[2]
PRINCE RUPERT, 6,080.													
News (L) (17c) (d)	....	.018	...	Daily News, Ltd.	H. F. Pullen	H. F. Pullen	G. A. Hunker		George Wilson	Sid. G. Were	Miss H. V. Graham		Geo. S. Russell
VANCOUVER, 116,700.													
Province (I) (43)	61,045	.12	...	Vancouver Ptg. & Pub. Co., Ltd.	R. W. Brown	R. S. Somerville	K.K. Kenyon	F. J. Burd	F. J. Burd	W. C. Russell	F. E. Henderson		
†Sun (m) (I-L) (J) (17c-58-148)	23,193	.06	.09	R. J. Cromie	H. L. Weir	Bert Stein				S. Griffis and G. A. Cran[3]	H. F. Gates	M. Hodgson	E. Rourke[1]
Sunday edition	37,972	.10	.11										
World (I-L) (138-36)	17,391	.07	...	Chas. E. Campbell		J. Edward Novcross	A. G. Rose	W. C. Tunks	W. C. Tunks	R. A. Hutchison	W. L. Myers		L. Boyd
Saturday	20,824												
VICTORIA, 38,775.													
†Colonist (m) (C) (J) (17c-128-148)	9,862	.055	.055	J. S. H. Matson	Chas. Swayne	Chas. Swayne	Chas. Shaw	J. S. H. Matson	J. L. Tait	Alex Stewart	A. G. Hawkins		H. Buckle; E. Gallop[1]
Sunday edition	12,105												
Times (I-L) (E) (7c-45)	8,721	.05	.04	Times Ptg. & Pub. Co., Ltd.	B. C. Nicholas	B. C. Nicholas	R. T. Freeman		R. G. Thomson	W. A. Patterson	A. Jones	W. A. Patterson	

MANITOBA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BRANDON, 15,000.													
Sun (I-C) (J) (none)	4,684	.025	.03	Sun Pub. Co., Ltd.	W. Noakes	J. B. Whitehead	H. Crawford	J. B. Whitehead	S. Hutchinson	W. A. Anderson	F. G. Mason	V. Shoupe	J. Hanley
PORTAGE LA PRAIRIE, 5,892.													
Graphic (I-L) (J) (none)	....	.016	.016	Graphic-Liberal Ptg. Co., Ltd.	G. R. Porter				Maude Hawley	Maude Hawley			N. S. Smith[2]
WINNIPEG, 178,364.													
†Free Press (I) (7c-45)	22,805	.15	.14	Manitoba Free Press Co., Ltd.	J. W. Dafoe		W. G. Allen and Hugh Linden	E. H. Macklin, Pres.	W. McCurdy	W. R. B. D'Esterre	J. F. Sweeney and G. Cowan	G. A. Titus	H. W. Cooper
Free Press Evening Bulletin (I)	44,589												
Grain Trade News (I) (J) (none)	1,500	.025	...	Dawson Richardson Pub., Ltd.	D. R. Chapman	W. Sanford Evans		Dawson Richardson	F. K. Tully				W. Stuart[1]
Tribune (I) (17c-146)	36,232	.10	.10	Trib. Newspaper Co., Ltd.	W. L. McTavish	Vernon Knowles	H. C. Boyd and C. B. Piper	M. E. Nichols	D. George Dumaresq	A. W. Moscarella	A. W. Moscarella	A. W. Moscarella	A. G. Samson

NEW BRUNSWICK

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
FREDERICTON, 7,208.													
Gleaner (none)	6,247	.026	...	Gleaner, Ltd., Pubs.									
Mail (L) (none) (d)	1,275	.011	...	The Mail Ptg. Co.	R. P. Allen	R. P. Allen	C. W. Clark	R. P. Allen	Kaus M. Bowlan	E. G. Merritt	Lulu C. Vanstone	Chas. R. Allen	H. M. Combley[2]
MONCTON, 11,345.													
†Times (L-C) (J) (none) (d)	4,123	.02	.02	Times Ptg. Co.	J. S. Boyd		Geo. W. Maddison		J. C. Keating				C. G. Stults[2]
Transcript (L) (J) (none) (d)	....	.03	...	The Transcript, Ltd.	O. L. Barbour	O. L. Barbour	A. D. Branscombe	O. L. Barbour	O. L. Barbour	G. M. Purdy	F. Kennedy		James Condon
ST. JOHN, 47,166.													
Globe (none)	4,713	.03	...	St. John Globe Pub. Co.	Frank B. Ellis								
†Telegraph-Journal (I-L)	16,655	.07	...	Telegraph Pub. Co.	E. W. McCready	E. W. McCready	Bruce S. Robb	E. W. McCready					
Times-Star (I)	15,404	.05	.05	New Brunswick Pub. Co., Ltd.	E. W. McCready		F. I. McCafferty	T. P. Drummie					

NOVA SCOTIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AMHERST, 8,973.													
News (I-C) (J) (none) (d)	....	.012	.012	News Sentinel Ltd.	N. S. Sanford		R. M. Ross	P. C. Black	George Zwicker	George Zwicker			A. F. Morash
GLACE BAY, 18,000.													
Gazette (I) (109-47)	....	.02	...	A. D. Macneill	Joseph McDonald	A. D. Macneill	C. C. Ogilvie	A. D. Macneill	A. D. Macneill	B. MacKinnon	M. McDonald	M. McDonald	W. T. Connolly
HALIFAX, 65,578.													
†Chronicle (L) (17c-45)	10,190	.09	.09	Chronicle Pub. Co., Ltd.	H. W. Jones	A. F. MacDonald	J. W. Gower	G. F. Pearson		G. P. Greene	R. S. Tulloch		
Echo (L) (17c-45)	8,838												
†Herald (m) (80)	15,678	.10	...	Halifax Herald, Ltd.		W. H. Dennis		W. H. Dennis			G. H. Gillis		
Mail (I-C) (80)	15,061												
Sunday Leader edition	6,244	.05	.05	Halifax Herald, Ltd.									
LUNENBURG,													
Malagash News (d) (none)	....	.009	...										
NEW GLASGOW, 8,000.													
News (C) (J) (none)	3,300	.013	...	Scotia Printers, Ltd.	J. W. H. Sutherland		J. R. M. Sugar	J. W. H. Sutherland	F. J. McPherson	W. J. Flynn	W. J. Flynn		J. W. Fraser; A. McDonald[1]
NORTH SYDNEY, 5,418.													
Herald (none) (d)	....	.012	...	N. Sydney Herald Pub. Co.	J. S. McDonald								
SYDNEY, 28,000.													
†Post (C) (5c-47-84)	2,874	.025	.015	Post Pub. Co., Ltd.	H. P. Duchemin	H. P. Duchemin	N. M. Browne	Roy Nicholson	Roy Nicholson	Roy Duchemin	Forbes McNiell		James Gavell
Evening edition	1,291												
Record (L) (none)	4,990	.015	.015	Record Pub. Co., Ltd.	H. F. S. Paisley	E. L. Coleman	H. B. Jefferson				E. C. McDonald		C. W. Lewis
TRURO, 6,107.													
News (I) (J) (none)	1,261	.009	...	News Pub. Co., Ltd.	W. D. Dimock			A. R. Coffin	A. R. Coffin	A. R. Coffin	A. R. Coffin	A. R. Coffin	J. W. Doane; R. L. Parks[1]

(Continued on page 218)

"One Paper I Insist On!

—the rest I'll leave to your judgment"

THIS is the attitude of many a Montreal advertiser when discussing his national appropriation with his advertising agent.

Advertisers in other cities are perhaps not so intimately aware of the standing and influence of The Gazette in its home city, and hence are not always insistent that The Gazette is the one indispensable paper for an English campaign in Canada.

Usually a week or a few days' visit to Montreal is sufficient to convince the shrewdest buyer of space that The Gazette stands apart from all other newspapers in Canada. Its editorial policy, its make-up, the completeness of its news service, its price per copy or per year, its remarkable prestige among the English-speaking families of Montreal—these things and their effect upon advertising can only be appreciated when observed at first hand.

Ask any business acquaintance who has lived or visited in Montreal what he thinks of

"Canada's Best Newspaper"

The Gazette

MONTREAL

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Branch Offices:

NEW YORK
Gilman, Nicoll & Ruthman,
Canadian Pacific Building

BOSTON
Gilman, Nicoll & Ruthman,
Tremont Building

CHICAGO
Gilman, Nicoll & Ruthman,
Union Trust Building

SAN FRANCISCO
Gilman, Nicoll & Ruthman,
Monadnock Building

TORONTO
W. T. Martin,
331 Bay Street

OTTAWA
John Basset,
28 Central Chambers

LONDON, England
T. R. Clougher,
Royal Colonial Chambers,
18, 19, 20 Craven St., W. C.

ONTARIO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BELLEVILLE, 9,876.													
Intelligencer (none) (C)	4,414	.017	.017	S. B. Dawson	W. V. Working	W. V. Working	N. A. McLeod	S. B. Dawson		S. B. Dawson			Geo. B. Warham[1]
BRANTFORD, 35,000.													
Expositor (1) (100-138)	9,808	.035	.035	T. H. Preston	T. H. Preston	A. T. Whitaker	F. D. Reville	W. B. Preston		J. Johnson / W. B. Preston[2]	J. Hanley	W. McDougal	R. G. Scott
BROCKVILLE, 9,057.													
Recorder-Times (I-L) (J) (none) (d)	4,080	.012	.012	Recorder Ptg. Co., Ltd.	M. C. Franklin		C. E. Amonde	W. J. Moore		J. Edwards			S. W. Bell[2]
CHATHAM, 12,000.													
News (I) (J)	5,033	.025	.025	W. J. Taylor		W. Nelson Wilkinson				Sam Dunn	Jas. S. Byrne		J. C. Shepherd[2]
Planet amalg. with News Jan. 1, '23.													
FORT WILLIAM, 26,500.													
Times-Journal (I) (J) (none)	5,492	.025	.03	Times-J. of Ft. W., Ltd.	J. R. Lumby	J. R. Lumby	D. Smith			C. W. Wilson	J. MacDonald		
GALT, 13,337.													
Reporter (I) (16c) (d)	5,406	.018	.018	Galt Publishers, Ltd.	Allan Holmes		Allan Holmes	Henry J. Foster		J. Slaight	G. H. Mogg		
GUELPH, 17,000.													
Mercury (L) (47-150)	4,485	.02	.03	J. I. McIntosh		Wm. Templeton	A. M. Macalister		R. M. Hamilton	G. C. Humphrys	T. J. Collins		Theo. Bates
HAMILTON, 113,894.													
Herald (I) (100-138)	20,737	.05	.05	W. F. Herman	A. J. West	A. J. West	H. V. Vaughan	H. A. Graybiel	H. A. Graybiel	G. Davis	G. S. Porter		J. R. Baxter
Spectator (I-C) (146)	32,215	.10	.10	Spectator Ptg. Co., Ltd.	A. J. Holloway	Wm. Mullins	J. A. McKenty	W. J. Southam	F. I. Ker	James R. Allan	Leonard T. Britton		Geo. R. Allan
KINGSTON, 18,874.													
British Whig (I-L) (J) (17c-109)	7,344	.03	.03	British Whig Pub. Co., Ltd.	Leman A. Guild		G. H. Williamson		Leman A. Guild	W. H. Friendship	Geo. H. Holland	Miss C. MacDonald	H. E. Pense[1]
Standard (I-C) (J) (4c-49-136)	7,202	.03	...	William R. Givens	William R. Givens	Robert Henderson	F. C. Beaudry	William R. Givens	W. J. Coyle	H. V. Booth and W. J. Coyle[2]	J. A. Calvert	H. V. Booth	Geo. Pollett / S. A. Salsbury[1]
KITCHENER, 23,500.													
Record (I) (J) (49)	7,942	.03	.03	News Record, Ltd.	W. J. Motz	W. J. Motz	E. Donahoe	W. J. Motz	W. J. Motz	T. H. Kay	W. J. Taylor	M. D. Euler	W. Besserer[2]
LINDSAY, 7,542.													
Post (I) (J) (49-70)	2,365	.017	...	Wilson & Wilson									
LONDON, 60,685.													
†Advertiser (I-L) (14c-48)	14,711	.08	.08	London Advertiser Co., Ltd.	Arthur R. Kennedy	C. A. M. Vining	A. E. McGinley	H. B. Muir	H. B. Muir	J. Birnie Smith and H. B. Muir[2]	H. L. Garner	W. B. Macpherson	John Dalton
Evening edition	5,303												
†Free Press (C) (1c-7c-148-122)	25,550	.06	.06	A. S. Blackburn	A. R. Ford	A. R. Ford	Chas. Carruthers	A. S. Blackburn	Chas. Thomas	W. E. Gunn	Wm. Bruce	Hughbert Hamilton	Fred Parkinson
Evening edition	13,337												
NIAGARA FALLS, 11,000.													
Review (I) (J) (none)	3,644	.017	...	F. H. Leslie, Ltd.	J. M. Cowan	J. M. Cowan	J. M. Cowan	F. H. Leslie	F. H. Leslie	M. J. Gonder and F. H. Leslie[2]	F. H. Leslie	F. H. Leslie	Patrick Haffey
OTTAWA, 136,331.													
†Citizen (I) (17c-138-146)	7,130	.08	.08	Citizens Pub. Co., Lt.	C. A. Bowman	T. D. Finn	W. Macdonald	H. S. Southam	G. A. Disher	F. W. Crabbe	T. V. Armstrong		H. Butler
Evening edition	20,232												
Le Droit (I) (2-17-75)	8,325	.035	.04	Le Syndicat D'Oeuvres Social.	Charles Gautier		Emile Boucher	Joseph Goulet	H. E. Lemieux	H. E. Lemieux	C. Laplante		Eugène Beaudry / A. Rinson
†Journal (I-C) (14c-48)	4,975	.08	.08	Journal Pub. Co. of Ottawa, Ltd.	P. D. Ross	Norman E. Smith	J. Crate	R. P. Parkinson	W. Arthur Perry	J. W. Cockburn and Don Tuck[2]	T. V. Armstrong	J. Potter	M. Powell
Evening edition	21,549												
OWEN SOUND, 12,190.													
Sun-Times (I) (28)	6,373	.02	.018	Fleming Pub. Co., Ltd.	Howard Fleming	Charles McTavish		Howard Fleming		H. R. Moffat			G. Mead[1]
PETERBOROUGH, 20,989.													
Examiner (I) (25 x-126-94)	5,874	.03	...	Peterborough Examiner, Ltd.	F. D. Craig	R. M. Glover	E. G. McKeeley	R. M. Glover	R. M. Glover	W. Menzies	S. H. Mitchell	J. H. Callander	D. D. C. Mawe
PORT ARTHUR, 11,220.													
News-Chronicle (I) (J) (none)	4,482	.025	.025	Terminal Pub. Co., Ltd.	F. B. Allen		O. F. Young	E. R. MacKay		J. Manning	F. Finn		J. Saunders / Harold Stanworth[1]
PORT HOPE, ...													
Guide (d) (none)	....	.009	...										
ST. CATHARINES, 17,500.													
Standard (I-C) (J) (47-100)	9,113	.035	.033	St. Catharines Standard, Ltd.	H. B. Burgoyne	H. B. Burgoyne	W. A. Moore	H. B. Burgoyne	H. B. Burgoyne	H. M. Ladeby and H. B. Burgoyne[2]	E. Cobley		J. Carroll
ST. THOMAS, 18,000.													
Times-Journal (I) (18-136)	7,951	.03	.025	L. H. Dingman		L. H. Dingman	Thos. Keith		W. L. Agnew	F. L. Watson	G. C. Stewart		
SARNIA, 12,000.													
Canadian Observer (I) (10c)	4,664	.022	.022	The Observer Ptg. Co., Ltd.	H. M. Heuston		W. P. McKaef		W. D. Mackenzie	W. J. Batten			J. Peacock
SAULT STE. MARIE, 18,000.													
Star (I) (J) (none)	4,369	.025	.025	Sault Star, Ltd.		J. W. Curran	J. W. Curren		R. A. Addison				
STRATFORD, 12,946.													
Beacon-Herald (I) (J) (136)	6,660	.027	.035	Beacon-Herald of Stratford, Ltd.	Wm. I. Dyer	Wm. I. Dyer	T. J. Dolan	L. H. Dingman		J. Walter Potts / W. G. Appleton[2]	W. Pomeroy		J. Hallie[2]
TORONTO, 519,290.													
†Globe (I-L) (E) (13c-86)	92,286	.20	.13	Globe Printing Co.	Stewart Lyon	H. W. Anderson	H. McKinnon			R. K. Stokes Acting	H. G. Kimber		John Chinn
†Mail and Empire (C) (E) (1c-18c-92)	103,380	.20	...	Mail Printing Co.	C. A. C. Jennings	W. J. Wilkinson	M. B. McDonald	J. S. Douglas		Geo. E. Scroggie	Geo. M. McTaggart	Geo. E. Scroggie	A. J. Phillips
Star (m) (I-L) (E) *S (14c-48)	129,845	.20	.13	J. E. Atkinson		J. R. Bone	H. C. Hindmarsh	Walter C. R. Harris	W. C. R. Harris	W. C. R. Harris	W. L. Argue	F. L. Tate	A. C. F. West
Sunday edition	149,807	.20	.15										
Sunday World (m) (E) *S (1c-18c-92)	70,821	.17	.15	Mail Prt. Co.	R. Choate	R. Choate	R. Choate	J. S. Douglas		Geo. E. Scroggie	Geo. M. McTaggart	Geo. E. Scroggie	A. J. Phillips
Telegram (I) (J) (E) (8c-146)	108,742	.17	.13	J. Ross Robertson Estate	J. R. Robinson	C. H. J. Snider	P. Bretz	Irv. E. Robertson	A. T. Chadwick	N. T. Bowman	Wm. Elder	N. T. Bowman	G. Christie / J. Walker[1]
WINDSOR, 51,441.													
Border Cities Star (I) (J) (17c-100-138)	21,575	.07	.055	W. F. Herman	J. E. Young	J. E. Young	H. M. Morden	H. A. Graybiel	R. J. Sallans	R. J. Newell / R. J. Sallans[2]	C. E. Traunicek	L. O'Donnell	J. Braddock / F. J. Fellowes[1]
WOODSTOCK, 10,000.													
Ingersoll Sentinel Review (I) (J) (109-138)	5,565	.02	.02	Sentinel Review Co., Ltd.	John Markey	W. J. Taylor		W. J. Taylor	W. F. Tobey	E. S. Hunter			

PRINCE EDWARD ISLAND

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CHARLOTTETOWN, 11,203.													
†Guardian (109-)	6,543	.03	.035	James Robertson Burnett	J. R. Burnett and K. Currie, Ass. Ed.	D.J. R. Burnett	Frank Walker	J. R. Burnett					J. R. Burnett[1]
Patriot (none) (d)	....	.015	...	Patriot Publishing Co.	Reuben MacDonald								

QUEBEC

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
LEVIS, 9,000.													
Le Quotidien (L) (none) (d)	3,500			La Cie de Publication de Levis									
MONTREAL, 712,909.													
†Gazette (11c-58-) (I-C)	30,863	.08	.08	Gazette Ptg. Co., Ltd.	R. S. White	John Scott	St. George Burgoyne		J. R. Henderson	Wm. J. C. Sutton	F. Lawson		T. J. Winfield
Herald (55) (J) (E)	12,527	.06	.055	Herald Pub. Co., Ltd.	C. L. Sibley	C. L. Sibley	H. Newman	A. C. Morton	A. C. Morton	P. H. Devenish	A. Noble	P. H. Divenish	J. Reilly / W. Gilmore[1]
Le Devoir (N) (J) (none)	11,427	.04	...	l'Imprimerie Populaire, Ltee.	Henri Bourassa	Georges Pelletier	Louis Robillard		J. J. Bouchard	J. Caty	L. Kemp		J. O. Beaudet / O. Brousseau[1]
La Patrie (I) (J) (E) *Sat. (17c-73)	23,428	.08	.08	L. J. Tarte & Eug. Tarte	Chas. Robillard	E. Letellier	F. Roby	L. J. Tarte	J. N. A. Ferrault	Eugene Tarte	H. E. Pettingill	D. Blais	A. Charbonneau / A. Legault[1]
Saturday edition	32,586												
La Presse (I) (E) *Sat. (15c-105)	143,265	.18	...	La Presse Pub. Co., Ltd.	Oswald Mayrand	Arthur Berthiaume	Herve Gagnier	Arthur Berthiaume	H. A. Robert	H. A. Robert			
Star (I) (10c-29-89)	110,419	.16	.16	Montreal Star Pub. Co., Ltd.	A. R. Carman	E. J. Archibald	R. Lipsett	Lord Atholstan	E. R. Whitrod, Sec. & Treas.	W. S. Marson	W. J. Little	W. S. Marson	Victor Filteau

(Continued on page 220)

Explanation: Dagger (†) indicates morning newspapers. (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (C) Conservative; (L) Liberal; (I-C) Independent Conservative; (I-L) Independent-Liberal. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are Government statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. NOTE—Canadian advertising representatives are indicated by (C) following [illegible]. [illegible] indicates American representatives. Canadian list is on page 202; American list on pages 203-205. Abbreviations: National Advertising Manager.

TELEGRAM ALWAYS AT THE TOP

LEADS FIELD IN ADVERTISING

Official Record for 1923

THE EVENING TELEGRAM - -	14,534,176	Agate Lines
Next Toronto Daily - - - - - - - -	12,992,967	Agate Lines
Telegram leads by . .	**1,541,209**	Agate Lines

TELEGRAM LEADS ALL CANADIAN DAILIES

It carries more advertising than any other daily.

It carries more classified advertising than any other daily.

It carries more classified advertising than all other Toronto dailies combined. (Classified lineage for 1923 was 4,910,058 agate lines.)

It has a larger concentration of circulation than any other Canadian daily, being read in five out of each six Toronto homes each day.

FIRST BY 1 1/2 MILLION LINES

FIGURES STAND THE ACID TEST

The figures here quoted for both papers are supplied by

DeLISSER BROS., Inc.

Accountants and Auditors

32 Court Street
Brooklyn, N. Y.

whose independent and impartial audit is accepted without question by every advertising agency in the United States and Canada.

THE EVENING TELEGRAM

TORONTO, CANADA

VERREE & CONKLIN, Inc.

New York Chicago Detroit San Francisco

J. T. HOGAN

591 St. Catherine St., West Montreal, Que.

COVERS PRINCE EDWARD ISLAND LIKE THE DEW

The Charlottetown Guardian

is recognized in Canada as the only provincial newspaper that thoroughly covers its field from end to end.

A B C and Standard Rate Card

F. R. NORTHRUP, Representative, New York, Chicago

No campaign in Canada is complete without including

THE CHARLOTTETOWN GUARDIAN

1821 :: ONTARIO'S OLDEST NEWSPAPER :: 1924

The RECORDER and TIMES

Brockville, Ontario, Canada

Over fifty years—1873-1924—as a daily, and for over one hundred years in the weekly field. It is the survivor of many competitors, proving the confidence in which it is held by its readers.

Brockville is a good manufacturing city, a railway terminal surrounded by Eastern Ontario's rich Dairy section, a desirable residential city, at the foot of the 1000 Islands.

Ask for A. B. C. Auditor's Report

National Advertisers would do well to consider the R. and T. when arranging Canadian campaign.

Rates on application or at all Agencies.

RECORDER PRINTING COMPANY, LIMITED

PUBLISHERS BROCKVILLE, ONT.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF CANADIAN DAILY NEWSPAPERS—Continued

QUEBEC—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
QUEBEC, 100,000.													
†Chronicle (none)	....	.015	...										
L'Action Catholique (I) (J) (E) (2c-12c)	25,591	.06	.05	L'Action Sociale, Ltd.	Rev. Mr. Blanchet	Dr. Jules Dorion	Isidore Carrier	Rev. N. J. Proulx	Laureat Kirouac	Antonio Dussault	M. Maranda	Alphonse Lambert	Pierre Lepine[1]
†L'Evenement (I) (J) (6c-80)	15,579	.05	.05	J. H. Fortier	La Cie de L'evenment	J. E. Barnard	Edmond Chasse	Florian Fortin	Florian Fortin	Emile Castonguay and Ramond Simard[8]	P. Herry	D. Blais	F. J. Petit Clerc; P. A. Robitaille[1]
Le Soleil (L) (J) (E) (58-75)	43,299	.10	...	Le Soleil, Ltee		Henri Gagnon							M. Savard
Telegraph (I) (J) (109)	11,997	.03	.03	Telegraph Ptg. Co.	Hon. Frank Carrel	E. G. Smith	J. S. Chalmers[1]	E. G. Smith	L. A. Campeau	E. G. Smith	L. A. Campeau	L. A. Campeau	F. A. Vachon[1]
SHERBROOKE, 25,000.													
Record (I) (none)	9,507	.04	.04	Sherbrooke Record Co., Ltd.	V. E. Morrill, Mgr. Dir.								
La Tribune (L) (J) (none)	5,318	.04	.04	La Tribune Pub. Co., Ltd.	L. P. Robidoux	C. A. Robidoux	J. A. Olivier	C. A. Robidoux	P. E. Rioux	J. H. Poupart and Winifred Millar[8]	P. Doyon	Muriel Millar	J. E. Laliberte[1]; A. Huard[1]
THREE RIVERS, 13,691.													
Le Nouvelliste (I) (J) (6c)	6,052	.03	.03	La Compagnie de Pub. Le Nouvelliste, Ltd.			Aurelo Gorjer	Emile Jean		Phillippe Turcotte	Laurent Paradis		Emilien Robert[1]

SASKATCHEWAN

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
MOOSE JAW, 17,000.													
Times (I-L) (J) (17c-100-138)	5,433	.05	.05	Times Co., Ltd.	Thomas Miller	Thomas Miller	F. J. Workman	Thomas Miller	Thomas Miller	James H. Drynan	O. R. Reid		John S. Clark[2]
PRINCE ALBERT, 10,000.													
Herald (I) (J) (none)	2,671	.03	.03	John Eagle									J. J. Flynn[2]
REGINA, 40,000.													
†Leader (L) (J) (4c-1c-45)	20,355	.09	.09	Leader Pub. Co., Ltd.	Burford Hooke; Randolph Patton	A. Raymond	J. Fairley	C. A. Elvin	B. Hooke	A. E. Ford	F. R. Folkes	F. D. Galbraith	W. J. Vennels; N. L. Lance[1]
Daily Post (I) (4c-1c-45)	7,517												
SASKATOON, 25,743.													
Daily Star (I) (J) (1c-45)	21,385	.08	.08	Star Pub. Co. (Saskatoon) Ltd.	Randolph Patton	Randolph Patton	R. M. Harrison	L. A. Laubach		F. D. Galbraith	C. R. McCullagh		W. J. Peacock; R. M. Elliott[1]
†Phoenix (L) (J) (1c-45)	2,190	...	...										

YUKON TERRITORY

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor	City Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
DAWSON, 3,013.													
News (none) (d)	....	.043	...	Dawson News Publishing Co.									

Explanation: **Dagger (†) indicates morning newspapers.** (m) indicates Sunday morning edition; (e) indicates Sunday evening edition. (I) politically independent; (C) Conservative; (L) Liberal; (Soc.) Socialist; (I-C) Independent Conservative; (I-L) Independent-Liberal. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Mo for monthly. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1923; X indicates three month statement ending September 30, 1923; Y indicates three months' A. B. C. statement ending June 30, 1923; W indicates A. B. C. audit of September 30, 1923. All other circulation figures are sworn statements for six months ending September 30, 1923. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. All quoted advertising rates are per agate line; where only one rate is quoted and no bracket appears it applies to each issue separately. [8]designates National Advertising Manager.

NOTE—Canadian advertising representatives are indicated by (c) following numeral. Other numerals in parenthesis indicate American representatives. Canadian list is on page 202; American list on pages 203-208.

"EL MUNDO"

(*Morning*)

HAVANA - - - - CUBA

Member Associated Press

Cuba's most popular morning newspaper—Daily and Sunday—
Printed in the Spanish language.

Leads all competitors in circulation and volume of advertising
reaching every section of the Island

Recognized by the Cuban people and Spanish speaking foreign residents
as the leading Latin-American newspaper

ADVERTISE IN "EL MUNDO"

EL MUNDO AGUILA 60 HAVANA CUBA

"THE HAVANA POST"

(Morning)

Member Associated Press

Is the only Havana morning
newspaper published in
English

Serving over 150,000
English speaking residents
Reaching the length and
breadth of the Island

Best medium for American
advertisers to reach English
speaking residents

THE HAVANA POST

Zulueta 28

HAVANA CUBA

"LA PRENSA"

(Evening)

The Picture Paper of Cuba

Full Associated Press,
International and Universal
News Services

—European Cables—
Special features—sports—
comic and fiction pages

Its own leased wire
New York to Havana

LA PRENSA

Blanco 42

HAVANA CUBA

"HAVANA TELEGRAM"

(Evening)

Published in English for
English Speaking Residents

Full Associated Press Service

For information regarding
business prospects in Cuba
write the management of the

HAVANA TELEGRAM

Aguila 65

HAVANA CUBA

For advertising rates apply direct to each newspaper

DIRECTORY OF MERCHANDISING PAPERS

UNITED STATES

Compiled and Copyrighted 1924 by The Editor & Publisher Company

ALABAMA

City	Paper	Publishing Paper	Editor	No. pgs.	Col. per p.
Birmingham	Market Guide (m)	Post	W. H. Dent		

ARKANSAS

Fort Smith	(m)	Times Record	S. C. Speer, Jr.	4	7

CALIFORNIA

Escondido	(m)	Times Advocate / Daily Times	Percy Evans	1	6
Los Angeles	S. W. Druggist (m)	Examiner	Harold H. Scott	10	8
Los Angeles	S. W. Grocer (m)	Examiner	Harold H. Scott	10	8
Los Angeles	S. W. Merchant (m)	Examiner	Harold H. Scott	10	8
Los Angeles	S. W. Retailer (m)	Examiner	Harold H. Scott	10	8
Los Angeles	Better Methods (sm)	Times	Adv. Dept	4	5
Long Beach	Telegram Mesenger (q)	Telegram	Oscar Conklin	6-10	8
Sacramento	Market Master (m)	Star	J. S. Louvau	4	8
San Francisco	Buletin Business Builder (m)	Bulletin	Budd Rosenberg	4	5
San Francisco	Exam. Retailer (m)	Examiner	Rand. Madison	8	8
San Francisco	Co-operator (m)	Daily News	L. H. LaRash	4-6	8
San Diego	Sun Co-Operator (m)	Sun	Powell Thomas	8	8

COLORADO

Canon City	The Recordette (m)	Daily Record	J. L. Sterling	8-16	2
Pueblo	Co-Advertiser	Star-Journal	Morris Townsend	10	8

CONNECTICUT

Bridgeport	The Retailer (m)	Post-Telegram	J. R. Smith	8	4
Hartford	The Merchandiser (m)	Hartford-Courant	A. F. Smith	8	8

DISTRICT OF COLUMBIA

Washington	Co-operator (q)	Evening Star		4-8	8

GEORGIA

Atlanta	Retailer (m)	Atlanta Georgian	H. S. Sturt	8	8
Atlanta	(o)	Constitution	J. E. Holliday	8	4

ILLINOIS

Chicago	Chicago Retailer (m)	Herald-Examiner	A. J. Wieland	12-18	8
Chicago	Co-operator (m)	Chicago Tribune	George Morris	4-8	4
Kankakee	News-Advisor	News	J. A. McLaughlin	4	6
Marion	Merchants Mag. (m)	Evening Star	C. R. Codrington	32	3
Mt. Vernon	(m)	Register News	Norman G. Sugg	4	3
Peoria	Co-operation (m)	Peoria-Transcript	Carl A. Hardt	8	4
Springfield	Retail Informer (m)	State-Journal	C. C. Callihan	8	8
Springfield	(m)	State Register	W. J. Barnes	8	4

INDIANA

Attica	(sa)	Ledger & Tribune	J. Frank McDermod, Jr.	20	7
Indianapolis	Co-operator & Merchandiser (m)	Star	Paul J. Morgan	4	5
Greencastle	Banner (d & w)	Banner	H. M. Smith	4-8	7-6
Muncie	Star Junior (m)	Star	E. G. Brouilette	4	4
Richmond	Merchandising Bulletin (m)	Palladium	E. H. Harris	4	2
South Bend	News-Times Junior (m)	News-Times	R. H. McAuliffe	4	4
Warsaw	Times Ad-Route (m)	Daily Times	Ted Williams	32	2

A quality tabloid

• • • •

THE POST has city circulation sufficient to cover 30% of English-reading homes.

POST circulation is greater than the combined populations of Cumberland and Hagerstown.

To get largest home coverage, at lowest cost and least duplication, use two evening newspapers in Baltimore.

The POST is a *quality* tabloid—a complete *news*paper — conservative, sanely edited.

National Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York
52 Vanderbilt Ave.
Chicago:
5 North Wabash Ave.
Cleveland —Cincinnati
San Francisco

The Baltimore Daily
POST
A Scripps-Howard Newspaper

IOWA

City	Paper	Publishing Paper	Editor	No. pgs.	Col. per p.
Mason City	Globette (m)	Globe Gazette & Times		4	8
Des Moines	Market Master (m)	News	R. K. Kreider	4	5

KANSAS

Independence	Sunshine Special (m)	Reporter	E. Burgess	16	8
Kansas City	Kansan Retailer (m)	Kansan	Knowlton Parker	8	4
Manhattan	Dollar Day Special (sa)	Daily Nationalist	Chamber of Commerce	10	7
Parsons	Parsons Retailer (q)	Daily Sun	Lester Combs	4	8

KENTUCKY

Louisville	Merchandising Co-operator (m)	Herald	Byron W. Orr	4	4

LOUISIANA

New Orleans	Merchandising & Advertising (m)	Item	L. R. Jalenak	8	4
New Orleans	The Store (m)	Times-Picayune	A. M. Gottshall	4	4

MARYLAND

Baltimore	Baltimore Retailer (m)	American	Ed. Miller	8	8

MASSACHUSETTS

Boston	The Link (m)		C. F. Whitney	..	..
Boston	Business News (m)	Herald-Traveler		6	8
Lowell	Co-operator (o)	Courier-Citizen	S. F. Whipple	8	4
Lowell	Co-operation (o)	Evening Leader	S. F. Whipple	8	4
New Bedford	Retailer (m)	Morning Mercury; Evening Standard	Miss G. L. Parkins	4	4
Springfield	Merchants Bulletin (m)	Republican	A. G. Bennett	8	4
Springfield	Retail Informer (m)	Union	W. G. Stevens	8	4

MICHIGAN

Detroit	Co-operator (m)	Free-Press	Paul Mixter	4-8	4
Detroit	News Booster (m)	News	Jacob Albert	8	4
Iron Mountain	The Newsette (m)	News	W. F. Russell	4	4
Sheboygan	Merchandizing News (m)	Tribune	Tom Fuller	4-6	8

MINNESOTA

Duluth	(m)	Herald	F. E. Phelan	4	8
Faribault	Ad News (s-a)	Daily News	H. G. Savoie	..	..
Minneapolis	Sales Promotion Bulletin (m)	Journal	Al Julin	4	3
St. Paul	Retailers Bulletin (m)	Dispatch; Pioneer Press	R. B. Liggett	4	8

MISSISSIPPI

Meridian	(m)	Star		16	2

MISSOURI

Joplin	Trade Review (m)	Globe & News Herald		4-8	8
Kansas City	Kansas City Trade Builder (sm)	Journal & Post	E. O. Syman	16	4
St. Joseph	Retail Gazette (m)	Gazette		8	4
St. Louis	Midwest Salesman (sm)	Times	Clarence Snow	8-10	5
Webb City	(m)	Daily Sentinel	Hal Wise	4	6

MONTANA

Great Falls		Tribune	Mr. Wendt, Ad. Mgr.	..	..

NEBRASKA

Omaha	The Market Master (m)	Bee	W. D. Israel	4	4

NEW HAMPSHIRE

Portsmouth	Portsmouth Herald (d)	Herald	F. W. Hartford	10	7

NEW JERSEY

Atlantic City	Tradesman's Link (m)	Press-Union	E. P. Beach	8-10	9
Newark	Merchandising Co-operator (m)	Star-Eagle	G. Westbrook	..	..
Paterson	The Stimulator (o)	Press-Guardian / Sunday Chronicle		4	4
Trenton	Business Builder (m)	Evening Times / Sunday Times-Advertiser	J. E. Mullins	8	5

NEW YORK

Batavia	(5a)	Daily News	L. W. Griswold	4	3
Buffalo	Weekly Courier (w)	Courier		8	8
Buffalo	The Ad-Visor (m)	Evening News	J. F. Melia	6-10	8
Buffalo	Connecting Link (m)	Times	H. E. Pocock	12	5
Hudson	(m)	Republican	A. W. Fell	8	4
New York	(o)	American	F. C. Bergen	8	4
New York	The Trade News (m)	Journal	A. G. Harbauer	12	8
New York	World Retailer (m)	Evening World	W. C. Ring	12	3
Niagra Falls	Gazette Advertiser				
Syracuse	(m)	Gazette	M. B. Norton	8-16	4
Syracuse	Journal Junior (m)	Journal	A. Thebold	8	4
Syracuse	(m)	Post-Standard		8	4
Utica	A-D-S (m)	Daily Press	R. C. Harris	8	..

NORTH CAROLINA

Burlington	(sm)	Daily News		8	7
Elizabeth City	The Adroute (m)	Daily Advance		..	..
Winston-Salem	Junior Sentinel (m)	Twin City Sentinel	B. L. Welfare	8	3

NORTH DAKOTA

Fargo	Retailers' Bulletin (m)	Forum	H. R. Hill	4	3

OHIO

Akron	Market Master (m)	Press	W. Kramer	4	4
Cincinnati	Merchandiser (m)	Enquirer	R. F. Schulkers	4	5
Cincinnati	Market Master (m)	Post	J. F. Koons	8	5
Cleveland	News Jr. (m)	Cleveland News / Sunday News Leader	D. W. McKinney	12	4
Cleveland	Market Master (m)	Press	E. M. Wagner	8	5
Columbus	(m)	Citizen	John Q. Doty	4	5
Columbus	(m)	Dispatch	Harry M. Miller, Mgr. Foreign Adv.	8	4
Dayton	(sm)	News	O. Harrington	4	5
Fostonia	Ad Route (m)	Daily Times		16	1
Toledo	(m)	News-Bee	Clay Smith	4	5

OKLAHOMA

Alva	(m)	Review-Courier	C. T. Willard	16	4
Oklahoma City	Market Master (m)	News	E. A. Tapscott	4-12	5

OREGON

Corvallis	Gets There (o)	Gazette-Times	G. L. Hurd	4-8	4
Portland	Trade News (m)	Oregon Journal	W. F. Hessian	8	8
Portland	News Co-operator (m)	News	A. L. Manning	6	8

(Continued on page 224)

You Need Only One Newspaper

To Cover Akron, Ohio

Leading Rubber Manufacturing City of United States — World's Largest Automobile Tire Manufacturing City

208,435 People — Well Paid — Anxious to Buy
44,195 Families — Well Housed — Reached by the

Akron Beacon Journal

Net Paid Circulation Dec. 1923—39,542

Powerful selling force throughout Trading Area of 325,000

The Choice of Leading Local and National Advertisers to the Extent of 12,921,398 Lines in 1923

THE MARKET

There are 147 industries capitalized at $390,004,638.

The industrial payroll alone amounts to $80,000,000 annually. The census shows 304 establishments with 65,054 employees of which 59,138 are men and 5,916 women.

Twenty-six establishments have outputs over $1,000,000.

Nineteen have between $500,000 and $1,000,000.

Sixty-six have between $100,000 and $500,000.

Eighty-seven have between $20,000 and $100,000.

Akron manufactures $462,092,527 worth of rubber goods of which 83.8% of all this line is manufactured in the state.

Foundry and machine shop products amount to $14,624,783, 4.2% of all manufactured in state.

Lumber, $2,684,177 which is 8.3% of all in state.

Stoves, etc., amount to $1,814,480, 7.1% of the state's output in this line.

Bricks and tile products amounted to $1,589,606, 4.9% of all manufactured in state.

Post office receipts for the first nine months of 1923 amounted to $862,607 and for the same period in 1922, $781,829.

The city covers an area of 25 square miles.

THE BEACON JOURNAL

A progressive, independent newspaper nationally known for its virile and aggressive editorial policy.

Believing that its readers are entitled to interpretative news of the state and nation, the Beacon Journal maintains full time bureaus at both Washington and Columbus, the state capitol, in charge of trained and experienced newspapermen.

In the local news fields the Beacon Journal is admittedly dominant.

ADVERTISE TO AKRON'S PROSPEROUS PEOPLE IN AKRON'S POPULAR PAPER

THE AKRON BEACON JOURNAL

Foreign representatives

M. C. Watson, Inc.
286 Fifth Avenue
New York City

STORY, BROOKS & FINLEY

Chicago, Ill. Peoples Gas Bldg.
San Francisco Hobart Bldg.
St. Louis, Mo. 701 Star Bldg

MERCHANDISING PAPERS—(Continued)

(Continued from page 222)

PENNSYLVANIA

City	Paper	Publishing Paper	Editor	No. pgs.	Col. per p.
Chester	(m)	Morning Republican		..	16
Chester	(m)	Times		..	16
Connelsville	Weekly Courier (w)	Courier	John L. Cans	8	7
Easton	Shelcleaner (m)	Express		4	4
Philadelphia	Retail Ledger (sm)	Public Ledger	W. M. Taft	12	8
Philadelphia	Retail Grocery and Drug News (m)	Record	R. Anderson	4	5
Wilkes-Barre	T-L'oGram (q)	Times-Leader	E. G. Smith	4	4
York	(m)	Gazette & Daily	G. A. Deitz	4	2

RHODE ISLAND

Providence	Trade Aid Bulletin (m)	Journal; Bulletin	A. L. Poorman, Adv. Mgr.	8	4
Providence	News Letter (m)	News	Wm. P. Kennedy, Jr.	12-16	4

SOUTH CAROLINA

Columbia	Retail Record (m)	Record	J. H. Clymer	16	4

TENNESSEE

Memphis	Merchandising & Co-operation (m)	Commercial Appeal	Moss E. Penn	4	4
Memphis	Market Master (m)	Press	W. C. Tichenor	4	5

TEXAS

Austin	American Retailer (m)	American	E. M. Bernard	4	8
El Paso	Retail Co-operator (m)	Herald	R. M. Henderson	4	8
Houston	Market Master (m)	Press	P. Hamilton	4	5
San Antonio	News Retailer (m)	Express; News	T. M. Darlington	12	4

UTAH

Salt Lake City	Service Bulletin (m)	Tribune	C. D. Brown	8	3

VIRGINIA

Richmond	Retailer (m)	Times-Dispatch	Paul Gibson	8	8
Roanoke	Ad-Visor (m)	Times	N. M. Sharp	4	4

WASHINGTON

Belingham	Shopping News (w)	American		4	7
Seattle	Retail Post-Intelligencer (m)	Post-Intelligencer	R. Barrett	6-10	8
Seattle	Co-operator (m)	Star	F. W. Webster	6-8	12
Tacoma	Retail Ad-Visor (m)	Ledger	H. A. Lyon	12	5
Tacoma	Trade Builder (m)	Times	A. Anderson	4	8
Vancouver	The Ad-Route (m)	Columbian	H. J. Campbell	16	2

WISCONSIN

Milwaukee	Retail Journal (m)	Journal	N. J. Greer	8	8
Milwaukee	The Retailer (m)	Wisconsin News / Sunday Telegram	E. E. Stewart	4	4

EXPLANATION OF KEY LETTERS: **A**—annually. **A** preceded by a number indicates number of issues in the year. **BM**—bi-monthly. **M**—monthly. **O**—occasionally. **Q**—quarterly. **SA**—semi-annually. **SM**—semi-monthly. **W**—weekly. **D**—daily.

SCHOOLS OF JOURNALISM IN U. S.

University of Arkansas, Course in Journalism (Est. 1914), Fayetteville, Ark. Faculty, Associate Professor Murray Sheehan. Enrollment, 65. Courses, three. Equipment: office, class rooms, laboratory. Publications: Arkansas Traveler, Razorback, White Mule. Organizations: Pi Kappa, Pi Delta Epsilon.

Boston University, College of Business Administration, Department of Journalism (Est. 1914), Boston, Mass. Faculty: Harry B. Center, A. B., Professor and head of department; John D. Swain, LL.B., Instructor; Clifton B. Carberry, Charles E. Young, lecturers. Enrollment, 128 (first term only). Courses, 10; all other subjects in College of Liberal Arts, College of Business Administration and as electives. Equipment, necessary editorial equipment for publication of weekly, with access to mechanical department of printer. Publications: Boston University News. Organizations: University Press Club; no journalistic fraternity, but many general fraternities and usual student organizations.

Columbia University, School of Journalism (Est. 1912) New York City. Dr. John W. Cunliffe, Director. Courses, 18, 2 professional years, following on two college years. Publications, Clean Copy,published by the Alumni. Fraternities: Sigma Delta Chi, Theta Sigma Phi. Donor, the late Joseph Pulitzer. Special awards, 2 faculty scholarships, entitling recipients to free tuition during second professional year; limited number of grants to deserving students; 3 traveling scholarships of $1,500 each; two graduate scholarships of $300 each. Enrollment, 168.

University of Colorado, Department of Journalism (Est. 1922) Boulder, Colo. Faculty, Ralph L. Crosman, Assistant Professor of Journalism; A. Gayle Waldrop, Instructor in Journalism. Enrollment, 39. Courses 7. Equipment, City Room for course in Newspaper Production Publications none. Organizations: Sigma Delta Chi, national professional journalistic.

DePauw University, Course in Journalism (Est. 1907), Greencastle, Ind. Faculty, L. E. Mitchell, Director, R. W. Pence (Professor). Enrollment, 125. Courses: Newspaper Reporting, Newspaper Editing, Editorial Writing, Special Feature Articles, Principles of Advertising, Country Weekly, Writing of Today. Equipment: typewriters, newspaper files, morgue, a printing laboratory equipped with type and presses. Publications: The DePauw, The DePauw Journalist, News Bulletins. Organizations: University Press Club, Sigma Delta Chi and Theta Sigma Phi.

University of Florida, Elementary course in Journalism, by mail. Gainesville, Fla. B. C. Riley, Director. General Extension Division. Newspaper writing, short story, etc.

University of Illinois, Courses in Journalism (Est. 1903), Urbana, Ills. Faculty: (6) Professor Frank W. Scott; Instructors: J. F. Wright, E. S. Watson; Assistants: Charles B. Davis, Ben Kartman, Helen Rand. Enrollment. 350. Courses, 10. Equipment: full city office outfit and closely connected with the student printing plant which issues the eight student publications. Publications: 12 page, 8 column daily paper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Indiana, Department of Journalism (Established 1907), Bloomington, Indiana. Faculty: J. W. Piercy, Professor, and head of the department; Norman J. Radder, associate professor; Claude M. Bolser, assistant professor; J. W. French, instructor; Frank Elliott, instructor. Courses: Reporting, Practical Newspaper Work, the Study of Printing Types, Linotype Operation, Special Feature Stories, Editing, History of Journalism, the Small City Daily, Editorial Writing, Newspaper Problems, Cost Finding. Advertising courses: Publicity and Advertising, Layouts and Copy Writing, Direct Advertising, Advertising Practice, House Organs, Commercial Correspondence. Equipment, classroom, offices, library and complete publishing plant with editorial and mechanical departments for the publication of the Indiana Daily Student, with pony A. P. service. Organizations: Sigma Delta Chi and Theta Sigma Phi.

University of Iowa, Department of English (Est. 1914), Iowa City, Ia. Faculty: William S. Maulsby, Assistant Professor; George H. Gallup, Jr., Instructor. Enrollment, 85. Courses, two year (one in two sections), five half-year courses. Equipment: typewriters, desks, newspaper files, etc. The Daily Iowan owns its own plant which includes three linotypes and a model E Web perfecting Duplex press. The Iowan gets a full leased wire AP report and is published fifty-two weeks in the year. Publications: The Daily Iowan (d). Organizations: Sigma Delta Chi, Theta Sigma Phi.

Kansas State Agricultural College, Department of Industrial Journalism and Printing (Est. 1874), Manhattan, Kansas. Faculty: Nelson Antrim Crawford, Charles E. Rogers, E. T. Keith, Izil I. Polson, E. M. Amos, Milton S. Eisenhower. Enrollment, 553. Courses: four years curriculum leading to the degree of Bachelor of Science in Industrial Journalism. Equipment: news room, morgue, print shop. Separate building beginning school year 1922-23. Publications: Kansas Industrialist, Kansas State Collegian, Brown Bull. Organizations: Sigma Delta Chi, Theta Sigma Phi, Quill Club, Aggie Press Club.

University of Kansas, Department of Journalism (Est. 1911), Lawrence, Kansas. Faculty: L. N. Flint, W. A. Dill, Ivan Benson, Helen O. Mahlin, Ben Hibbs, Guy Pennock. Enrollment, 350. Courses, 22. Equipment: $35,000 printing press, entire building. Organizations: Associated Journalism Students, Sigma Delta Chi, Theta Sigma Phi and Advertising Club. Publications: University Daily Kansan, Kansas Editor, Sunday Kansan.

University of Kentucky, Journalism Department (Est. 1914), Lexington, Ky. Faculty: Enoch Grehan, Margerite McLaughlin (and professors in other departments, teachers of collateral subjects). Enrollment, 220. Courses: reporting, corresponding, proofreading, make-up, editorial, criticism study of words, history of Journalism. Equipment: full class room equipment, no mechanical equipment. Publications: Kentucky Kernel, Bulletins, press services. Organizations: Alpha Delta Sigma and Theta Sigma Phi. Honorary journalism organizations respectively for men and women students.

University of Minnesota, Department of Journalism (Est. 1916), Minneapolis, Minn. Faculty: R. R. Barlow, T. E. Steward, Mrs. Genevieve Boughner. Enrollment, 160. Courses: Reporting, Editing, Magazine Articles, Editorial Writing, Newspaper Problems, Practical Newspaper Work. Equipment, city news room. Publications, Work Shop Paper, and Minnesota Daily. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Missouri, School of Journalism (Est. 1908), Columbia, Missouri. Faculty: Dean Walter Williams, LL.D.; Hermann Benjamin Almstedt, B.L., Ph.D.; John Sites Ankeney, A. B.; Jay William Hudson, A. B., A M, Ph.D.; Isidor Loeb, B. S., M. S., LL. D., Ph.D.; Frank Lee Martin, A. B.; Norman Maclaren Trenholme, A. B., A. M., Ph.D.; Frederick Monroe Tisdel, A. B., A. M, Ph.D.; Elihu Reed Childers, B. J.; Robert Stanley Mann, B. J.; John H. Casey, B. J.; Marian Babb, B. J.; Sara L. Lockwood, B. J.; Henry Francis Misselwitz, B. J.; Horatio B. Moore, B. J.; Don D. Patterson, B J. Enrollment, 392. Courses, four year course all branches newspaper work. Equipment: full class room, laboratory, library and newspaper office and publishing plant complete. Publications: Columbia Evening Missourian, daily general newspaper and Journalism Series of bulletins. Organizations: Dana Press Club, Theta Sigma Phi (Gamma Chapter), Kappa Tau Alpha, Alpha Delta Sigma, Women's Journalism Club, Gamma Alpha Chi, Mallett Press Club, Sigma Delta Chi.

State University of Montana, School of Journalism (Est. 1914), Missoula, Mont. Faculty: A. S. Stone (Dean), A. A. Applegate, C. H. Clapp, President. Enrollment, 135. Courses Journalism, Reporting, Editing, Editorial Writing, etc. Equipment: type, stones, small presses. Publications: Kaimin, Sentinel. Organizations: Press Club, Sigma Delta Chi and Theta Sigma Phi.

New York University, Department of Journalism (Est. 1909), New York City. Faculty: James Melvin Lee, Director, Albert Frederick Wilson, Leon R. Whipple, Stewart T. Beach, Paul A. Tierney, part time members include Frank Parker Stockbridge, Alexander Woollcott, John Farrar, Harry Godfrey and Edward L. Bernays. Special Lecturer, H. Frank Smith. Courses: News Writing, News Reporting, Current Topics, Newspaper Practice, Newspaper Editing and Making, Editorial Writing, Book Reviewing, Dramatic Criticism, Special Feature Work, Magazine Writing, Short Stories, Magazine Making and Editing, Seminar and Magazine Fiction, History of American Journalism, Mechanics of Verse, The American Newspaper, Public Relations, House Organ and Employees' Magazines. Publications, Attention Value of Advertisements, Newspaper Reading Habit of Business and Professional Men, Leadership of Advertised Brands. Organizations: The Triad League, The Scoop Club, Theta Sigma Phi, The Writers' Club.

University of Nevada, Instruction in Journalism, Reno, Nevada. A. L. Higginbotham, instructor. Six courses in strictly journalistic work, excluding such allied courses as short story writing, etc.

University of North Carolina, Course in Journalism (Est. 1915), Chapel Hill, N. C. Louis Graves, Director. Publications: The Tar Heel (semi-weekly), The Yackety-Yack (college annual). Fraternities: Sigma Delta Chi. Special award: Preston Cup, silver loving cup for student submitting best entries in several fields of journalism.

Northwestern University, Medill School of Journalism (Est. 1921), Evanston and Chicago, Ill. Faculty: Director, H. F. Harrington, Professor Baker Brownell; Professor Frank Thayer; Professor Walter K. Smart; Professor Alfred W. Bays; George C. Bastian, copy desk, Chicago Tribune; Walter A. Washburne, city editor, Chicago Evening Post; Michael W. Straus, assistant city editor, Chicago Evening Post; Lewis W. Hunt, assistant city editor, Chicago Evening Post; George P. Stone, rewrite desk, Chicago Daily News; O. L. Hall, Chicago Journal; Vincent Starrett, Editor the Wave; Genevieve Forbes, special writer, Chicago Tribune; Edward T. Berry, United Typothetae Co., Chicago. Enrollment, 315. Courses: Reporting, Advanced Reporting, Editing, Advanced Editing, Survey of Journalism, Mechanics of Publishing, Advanced Composition for Journalism, Students Problems in Newspaper Policy, Tendencies in American Journalism, Editorial Writing, Newspaper Management, Writing for Business, Law of the Press, Chicago Newspaper Laboratory, Problems of Contemporary Thought, Community Newspaper, Feature and Magazine Writing, Short Story Writing, Dramatic Criticism, Equipment: Office and class rooms in N. W. University Building, two offices, journalism library and journalism laboratory fitted like city room for a newspaper office. Publications: Co-operation with the Daily Northwestern and Evanston News-Index. Organizations: Sigma Delta Chi, Theta Sigma Phi, Medill Press Club, Medill Journalists, Cub Club.

University of Notre Dame, Department of Journalism (Est. 1912), Notre Dame, Ind. Faculty: John M. Cooney, Ph.D., Professor; Robert H. McAuliffe, Associate Professor. Enrollment, 105. Courses: History of Journalism, News Writing and Editing, Editorial Policy and Writing, Feature Writing, Ethics, Advertising and Circulation. Equipment: Office, lecture room, editorial room, printing office. Publications: Notre Dame Scholastic and Notre Dame Daily. Organizations: Notre Dame Press Club, Journalists' Writers' Club.

Ohio State University, Department of Journalism (Est. 1914), Columbus, Ohio. Faculty: Joseph S. Myers, Osman C. Hooper, Lester C. Getzloe, Russell Lord. Enrollment: 85. Courses: 14. Equipment: Editorial and Business Offices, printshop bindery. Publications: Lantern, Ohio Newspaper, The Ohio Newspaper (magazine). Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon.

University of Oklahoma, School of Journalism (Est. 1913), Norman, Okla. H. H. Herbert (B. A., M. A.), Director, (on leave of absence, 1923-4), Arthur Hallam, B. A. assistant professor, acting director (in charge of advertising), Grace E. Ray, B. A., M. A., instructor in journalism; May Frank, B. A., assistant in journalism; Hutton Bellah, B. A., assistant professor, publicity director. Fayette B. Copeland, B. A., assistant professor (on leave of absence 1923-4). Courses: 26, totaling 72 semester hours. Enrollment: 190. Equipment: Laboratory, classrooms, offices, $25,000 printing plant. Publications: Oklahoma Daily, Oklahoma Weekly, Sooner State Press, University of Oklahoma Magazine, Whirlwind, Sooner. Organizations: Sigma Delta Chi, Sooner Advertising Club (petitioning Alpha Delta Sigma), Club, Theta Sigma Phi.

Oregon Agricultural College, Dept. of Industrial Journalism (Est. 1918), Corvallis, Ore. Faculty: Frank L. Snow, C. J. McIntosh, Hugh L. Roberts. Enrollment: 365. Courses: Elementary Industrial Journalism, Industrial Journalism, Technical Journalism, Editing, Editorial Writing, Journalism Practice (3 terms). Equipment: Laboratory rooms, typewriters, complete file of trade and technical publications, morgue and information file, library. Publications: The O. A. C. Daily Barometer, The Orange Owl, The Oregon Countryman, Oregon State Technical Record, Beaver, O. A. C. Directory, Annual Cruise. Organizations: Sigma Delta Chi, The Scribe.

University of Oregon, School of Journalism (Est. 1912), Eugene, Ore. Faculty: Eric W. Allen, Dean; C. V. Dyment, George S. Turnbull, Robert C. Hall, W. F. G. Thacher, Ralph Casey. Class enrollment, 472; major students, 196. Courses: 17 Major Professional. Equipment: $30,000; cylinder press, 2 jobbers, 3 linotypes, book bindery, etc. Publications: Oregon Exchange, Handshake, Old Oregon, Oregon Emerald (daily), Lemon Punch (student comic). Organizations: Sigma Delta Chi, Theta Sigma Phi, Sigma Upsilon, Ad Club, Pot and Quill, Hammer and Coffin.

University of S. Dakota, Department of Journalism (Est. 1918), Vermillion, S. D. Joseph A. Wright, Director. Gregory M. Maxe, Assistant Director. Courses: major and minor, 4 years. Enrollment: 67. Publications: News Letter, Summer Session News. Organizations: Press Club.

South Dakota State College, Department of Agricultural Journalism (Est. 1916), Brookings, South Dakota. Faculty: Paul W. Kieser, Agricultural Editor and Professor of Journalism. Enrollment: 35. Courses: Three agricultural. Equipment: None. Publications: South Dakota Rural Press, Weekly Service Sheet for Editors. Organizations: South Dakota High School Press Association, organized 1922.

Syracuse University, Department of Journalism (Est. 1918), Syracuse, N. Y. Faculty: George C. Wilson, Paul M. Paine, John C. Simmons, Arthur T. Brewster. Enrollment: 80. Course: Four years with degree B.S.J. Equipment: City room, class rooms. Organizations: Press Club, Pi Delta Epsilon, Theta Sigma Phi.

Vassar College, Course in Journalistic Writing (Est. 1916), Poughkeepsie, N. Y. Faculty: Associate Professor Burges Johnson. Enrollment 52. Courses: 2, other courses contributing to the subject in various departments. Equipment: Presses, mimeograph, Multigraph, Secretary; 1000 volumes in library on History of Criticisms of the Newspaper. Publications: 2 undergraduate.

University of Washington, School of Journalism (Est. 1907), Seattle, Washington. Faculty: M. L. Spencer, Director; Robert V. Jones, Fred W. Kennedy, Leo A. Borah, J. E. O'Connor. Enrollment: 176. Courses: 3 branches of journalism. Equipment: Full equipment of typewriters. Publications: Washington Newspaper. Organizations: Sigma Delta Chi, Theta Sigma Phi, Hammer and Coffin, Sigma Upsilon, Alpha Delta Sigma.

University of Wisconsin, Courses in Journalism (Est. 1905), Madison, Wis. Faculty: Willard Grosvenor Bleyer, director of the Course in Journalism; Grant M. Hyde, Associate Professor in Journalism; E. Marion Johnson, Assistant Professor of Journalism; H. E. Birdsong and Helen M. Patterson, Instructors in Journalism; Roy L. French, Asst. in Journalism; Andrew W. Hopkins, Professor of Agricultural Journalism; W. A. Sumner, Associate Professor of Agriculturalism; Miss Grace E. Langdon, Instructor in Agricultural Journalism; Edward E. Gardner, Professor of Business Administration; E. M. Fisher, Instructor in Advertising; A. E. Hinman, Instructor in Advertising. Enrollment: 747. Courses: General Survey of the Field of Journalism; Newspaper Reporting, Newspaper and Magazine Editing, Editorial Writing, The Writing of Special Articles, The Country Weekly Newspaper, Newspaper Administration, Women's Departments in Newspapers and Magazines, Advance Reporting, The Teaching of Journalism, Critical Writing, The Law of the Press, The History and Principles of Journalism; Agricultural Journalism; Retail Advertising; National Advertising Campaigns, Marketing Methods, The Psychology of Advertising, Agricultural Advertising. Equipment: Journalistic laboratory, printing laboratory, journalism reading room. Publications: None. Organizations: University Press Club, Sigma Delta Chi, Theta Sigma Phi, Journalism House, Delta Pi Delta, Central Interscholastic Press Association.

ASSOCIATIONS AND CLUBS IN THE U. S.

Journalistic and Publishing

Alabama Press Association.—F. G. Stephens, Oneonta Southern Democrat, president; F. W. Stanley, Greenville Advocate, secretary.

Amen Corner, New York.—Harold McD. Anderson, president; T. O. McGill, vice-president and secretary.

American Newspaper Publishers' Association.—Paul Patterson, Baltimore Sun, president; S. E. Thomason, Chicago Tribune, vice-president; John Stewart Bryan, Richmond News-Leader, secretary; Howard Davis, New York Tribune, treasurer; directors, Elbert H. Baker, Cleveland Plain Dealer; Edward H. Butler, Buffalo News; Hilton U. Brown, Indianapolis News; F. J. Burd, Vancouver (B. C.) Province; T. R. Williams, Pittsburgh Press; F. G. Bell, Savannah News; Harry Chandler, Los Angeles Times; C. H. Taylor, Boston Globe.

American Photo-Engravers' Association.—E. W. Houser, Chicago, president; Oscar F. Kwett, Northern Engraving Company, Canton, O., executive secretary.

American Society of Newspaper Editors.—Casper S. Yost, St. Louis Globe-Democrat, president; Erle C. Hopwood, Cleveland Plain Dealer, secretary; H. S. Beck, Chicago Tribune, treasurer; George E. Miller, Detroit News, and Edgar B. Piper, vice-presidents; directors—Messrs. Yost, Hopwood, Beck, for three years; R. E. Stout, Kansas City Star; Mr. Piper, Mr. Miller and Willis J. Abbot, Christian Science Monitor, Boston, two years; David E. Smiley, Philadelphia Public Ledger; Charles H. Dennis, Chicago Daily News; Joseph Pulitzer, St. Louis Post-Dispatch, and T. J. Dillon, Minneapolis Tribune, one year.

Arizona Daily Newspaper Association.—J. H. Westover, Yuma Sun, president; O. B. Jaynes, Tucson Citizen, secretary-treasurer.

Aroostook (Me.) Press Association.—A. K. Stetson, Houlton Pioneer, president; Charles F. West, Presque Isle Star-Herald, secretary-treasurer.

Associated Business Papers—Amalgamated with National Editorial Conference.—Fritz J. Frank, Iron Age, president; Henry Lee, Simmons-Boardman Publishing Company, treasurer; Jesse H. Neal, secretary and general manager.

Associated Ohio Dailies.—R. C. Snyder, Norwalk Reflector-Herald, president; Fred Wallace, Coshocton Tribune and Times-Age, secretary.

Association for Foreign Press Correspondents in the United States.—W. W. Davies, La Nacion, Buenos Aires, president; S. J. Clarke, London Telegraph, secretary-treasurer.

Association of Newspaper Classified Advertising Managers.—John L. Irvin, Des Moines Register & Tribune, president; C. L. Perkins, Chicago Herald & Examiner, secretary.

Audit Bureau of Circulations.—O. C. Harn, National Lead Company, president; W. A. Strong, secretary; E. R. Shaw, treasurer; and Stanley Clague, managing director.

Associated Press.—Frank B. Noyes, Washington Star, president; F. D. White, New York Evening World, first vice-president; George B. Dealey, Dallas News, second vice-president; Melville E. Stone, secretary; Frederick Roy Martin, assistant secretary; J. R. Youatt, treasurer; directors—Victor F. Lawson, Chicago Daily News; W. H. Cowles, Spokane Spokesman-Review; F. P. MacLennan, Topeka State Journal; Frederick I. Thompson, Mobile Register; E. Lansing Ray, St. Louis Globe-Democrat; Clark Howell, Atlanta Constitution; V. S. McClatchy, Sacramento Bee; Charles Hopkins Clark, Hartford Courant; Stuart H. Perry, Adrian (Mich.) Telegram; Elbert H. Baker, Cleveland Plain Dealer; W. L. McLean, Philadelphia Bulletin; Frank B. Noyes, Washington Star; Adolph S. Ochs, New York Times; H. V. Jones, Minneapolis Journal; B. H. Anthony, New Bedford Standard. Executive Committee—F. B. Noyes, W. L. McLean, Adolph S. Ochs, Charles Hopkins Clark, Elbert H. Baker, Clark Howell and E. Lansing Ray.

Associated Dailies of Florida.—W. M. Pepper, Gainesville Sun, president; C. C. Codrington, DeLand News, secretary-treasurer.

Association of Kansas and Western Missouri Associated Press Editors.—G. W. Marble, Ft. Scott (Kan.) Register, president; Ralph Hoppe, Kansas City correspondent, secretary.

Baltimore Press Club.—Hon. Thomas J. C. Williams, president; John J. Ely, secretary; Edward H. Pfund, treasurer.

Baseball Writers' Association of America.—Frederick G. Lieb, New York Evening Telegram, president; Joseph McCready, Philadelphia News Bureau, secretary.

Black Hills (S. D.) Press Association.—Bart L. Kirkham, Belle Fourche Northwest Post, president; J. S. Smith, Belle Fourche Bee, secretary-treasurer.

Boston Newspaper Club.—Frank C. Bowker, Boston Transcript, editor-in-chief.

Boston Press Club.—Howell D. Stevens, Boston Post, president; Frank J. Supple, secretary.

Buckeye Press Association.—C. W. Griswold, McComb Herald, president; E. B. Yale, Waynesfield, executive secretary.

Bureau of Advertising, American Newspaper Publishers' Association.—Committee in charge: William F. Rogers, Boston Transcript, chairman; Harry Chandler, Los Angeles Times, vice-chairman; Howard Davis, New York Tribune; D. D. Moore, Fort Worth Record; Fleming Newbold, Washington Star; D. B. Plum, Troy Record; S. E. Thomason, Chicago Tribune; Louis Wiley, New York Times; John B. Woodward, Chicago Daily News; Lafe Young, Jr., Des Moines Capital; W. J. Hofmann, Portland Oregonian; W. C. R. Harris, Toronto Star. Director, William A. Thomson; associate director, T. H. Moore.

California Circulation Managers' Association.—L. O. Hammond, Redland Facts, president; Victor Lattanner, Oakland Post-Enquirer, secretary-treasurer.

Carolina-Virginia Circulation Managers' Association.—C. C. Council, Durham (N. C.) Herald, president; Charles E. Ader, Winston-Salem (N. C.) Journal, secretary-treasurer.

Central States Circulation Managers' Association.—C. D. Chaffee, president; G. S. Galloway, Rockford, Ill., secretary-treasurer.

Chicago Press Club.—Charles Lee Bryson, president; C. M. Carr, secretary.

Colorado Editorial Association.—Leo J. Sterling, Canon City Record, president; George T. Haubrich, Greeley News, secretary-treasurer.

Connecticut Editorial Association.—O. S. Freeman, president; Everett T. Hill, Hartford, secretary.

Connecticut Daily Newspaper Publishers' Association.—F. E. Sands, Meriden Journal, president; Johnston Vance, New Britain Herald, secretary-treasurer.

Contra Costa County (Cal.) Press Association.—George W. Ryan, Richmond Terminal, president; C. A. West, Pittsburg Dispatch, secretary.

Correspondents' Club of New York.—George C. Briggs, Chicago Daily News, president; Philip Stitt, Milwaukee Journal, secretary.

Dayton Woman's Press Club.—Miss Clara Huffine, president; Mrs. C. D. O'Rourke, secretary.

Delmarvia Press Association.—Col. Theodore E. Townsend, president; William F. Metten, Wilmington Every Evening, secretary.

Denver Press Club.—Edward C. Day, Times, president; Warren E. Boyer, secretary.

District of Columbia League of American Penwomen.—Mrs. Theodore Tiller, president; Mrs. Blanche Ray, secretary.

Eighth District Kansas Republican Editorial Association.—W. K. Leatherock, Augusta, president; R. H. Cline, Conway Springs, secretary-treasurer.

Fossils (amateur journalists' society).—W. J. Eldridge, 120 Market street, Philadelphia, president; Dr. Leonard E. Tilden, Marlborough, N. H., corresponding secretary.

Gridiron Club, Washington.—W. E. Brigham, Boston Transcript, president; J. Harry Cunningham, secretary.

Idaho State Editorial Association.—Charles A. Hackney, Silver City Avalanche, president.

Illinois Press Association.—John H. Harrison, Danville Commercial-News, president; H. L. Williamson, Springfield, secretary.

Indiana Republican Editorial Association.—George D. Lindsay, Marion Chronicle, president; Will O. Feudner, Rushville Republican, secretary.

Inland Daily Press Association.—Frank H. Burgess, LaCrosse (Wis.) Tribune, president; Wil V. Tufford, Clinton, Ia., secretary-treasurer.

International Circulation Managers' Association.—M. W. Florer, Dallas News, president; R. S. Weir, first vice-president; E. R. Hatton, Detroit Free Press, second vice-president; Clarence Eyster, Peoria Star, secretary-treasurer; directors—Royal W. Weiler, Allentown (Pa.) Call; George E. McTaggart, Toronto Mail & Empire; H. H. Fris, El Paso Herald; Harold Hough, Fort Worth Star-Telegram.

New Jersey Chapter, International Editorial Association.—Ellis Emmons Reed, Newark News, president; Edward F. Bataille, Newark Sunday Call, secretary; David F. Post, treasurer-comptroller.

Inter-State Circulation Managers' Association.—C. O. Reville, Baltimore Sun, president; Henry Carpenter, Lancaster Intelligencer and News-Journal, secretary-treasurer.

Iowa Press Association.—George C. Tucker, Webster City Freeman-Journal, president; John F. D. Aue, Burlington Hawk-Eye, chairman daily newspaper group; O. E. Hull, Leon Reporter, secretary.

Iowa Associated Press Editors.—W. H. Powell, Ottumwa Courier, president.

Kansas Editorial Association.—Rollin Clymer, El Dorado Times, president; O. W. Little, Alma Enterprise, secretary.

Kansas Editorial Golf Association.—Walter Hughes, Emporia, president; W. C. Albright, Wichita, secretary.

Lake Erie Press Association.—George J. Measer, Williamsville, N. Y., president; M. M. Landon, Angola, secretary-treasurer.

Maine Daily Newspaper Publishers' Association.—Charles F. Flynt, Augusta Kennebec Journal, president; W. H. Dow, Portland Express-Advertiser, secretary.

Maine Press Association.—Frank B. Nichols, Bath Daily Times, president; H. W. Saunders, Brunswick Record, secretary-treasurer.

Maryland Press Association.—R. P. Melvin, Annapolis Capital, president; F. E. Shanahan, Easton, Md., secretary.

Massachusetts Press Association.—Gardner E. Campbell, Wakefield Item, president; J. D. P. Wingate, Medford Mercury, secretary.

Michigan League of Home Dailies.—Harry W. Musselwhite, Manistee News-Advocate, president; Felix M. Church, Cadillac News, secretary-treasurer.

Michigan Press Association.—L. W. Feigher, Nashville News, president; S. R. Wilson, Saline Observer, secretary-treasurer.

Midwest Circulation Managers' Association.—H. S. Blake, Capper publications, Topeka, president; Will A. Butler, Colorado Springs Gazette and Telegraph, secretary-treasurer.

Minnesota Editorial Association.—President J. P. Coughlin, Waseca Herald, president; John E. Casey, Jordan Independent, secretary.

Mississippi Press Association.—Sumter Gillespie, Greenwood Daily Commonwealth, president; C. E. Cunningham, Newton Record, secretary.

Missouri Press Association.—Asa W. Butler, editor Albany (Mo.) Capital, president; Miss Anna Nolen, Monroe City News, recording secretary; Mrs. F. L. Stufflebeam, Bolivar Herald, treasurer.

Montana Press Association.—O. S. Warden, Great Falls Tribune, president; S. E. Peterson, Great Falls, secretary-treasurer.

Morning Newspaper Publishers' Association.—A. Schaefer, Ft. Wayne (Ind.) Journal-Gazette, president; E. J. Treffenger, secretary-treasurer.

National Association of State Press Association Managers.—Ed. A. Bemis, Colorado, president; Ole Buck, secretary-treasurer.

National Publishers' Association.—H. M. Swetland, United Publishers' Association, president; Frank C. Hoyt, Outlook Company, secretary; Roger W. Allen, Allen Business Papers, Inc., treasurer.

National Editorial Association.—Wallace Odell, Tarrytown (N. Y.) News, president; H. C. Hotaling, St. Paul, executive secretary.

Nebraska Press Association.—J. S. Kroh, Ogallalla News, president; O. O. Buck, Harvard Courier, secretary.

New England Association of Circulation Managers.—Edward Donlan, circulation manager Providence (R. I.) News, president; Louis Hammond, Jr., Boston Transcript, secretary-treasurer.

New England Daily Newspaper Association.—Theodore T. Ellis, Worcester (Mass.) Telegram-Gazette, president; Robert L. Wright, Haverhill Gazette, secretary; George G. Booth, Worcester, Mass., manager.

New England Newspaper Alliance.—William J. Reed, Taunton (Mass.) Gazette, president; John A. Muehling, Manchester Union & Leader, secretary.

New England Women's Press Association.—Mrs. Annie Judson Hannigan, president; Miss Luella Conkling Sidney, corresponding secretary.

New Jersey State Press Association.—John E. Clarey, Madison Eagle, president; John W. Clift, Summit Herald, secretary.

New Orleans Press Club.—H. P. McCall, Times-Picayune, president; F. S. Berlin, Times-Picayune, secretary.

Newspaper Club, New York.—Charles G. Hambidge, Times, president; Ben Mellon, "Editor & Publisher," corresponding secretary; Jack Binns, Tribune, treasurer.

New York Press Association.—Peter A. Blossom, president; J. W. Shaw, Elmira, field secretary.

New York Newspaper Women's Club.—Martha Coman, president (resigned); Jane Dixon, Evening Telegram, first vice-president; Julia Harpman, Daily News, corresponding secretary.

Editorial Department, New York State Publishers' Association.—N. F. Maddever, Niagara Falls Gazette, president; Burrows Matthews, Buffalo Express, secretary-treasurer.

New York Women's Press Club.—Amy Wren, president; Charlotte Hume Irving; corresponding secretary.

New York State Circulation Managers' Association.—C. H. Congdon, Watertown Times, president; A. W. Cockerill, Utica Press, secretary-treasurer.

New York State Legislative Correspondents' Assn.—Harold P. Jarvis, Buffalo, president; H. J. Adamson, New York Evening Post, secretary.

New York Society of Proofreaders.—L. T. O'Gorman, New York Times, president; H. B. Dawley, New York Times, secretary.

North Dakota Press Association.—Edward Sullivan, New Salem Journal, president; M. I. Forkner, Langdon, secretary-treasurer.

Northeast Missouri Press Association.—E. E. Swain, Kirksville Express, president; William Nolen, Monroe City News, secretary-treasurer.

Northeast Nebraska Editorial Association.—F. H. Price, Newman Grove, president.

Northwest Texas Press Association.—E. H. Nichols, Vernon Record, president; Mills Johnson, Dallas, secretary-treasurer.

Northwestern Press Club of Pennsylvania.—E. T. Stevenson, Titusville Herald, president; Harold W. Thayer, Titusville Herald, secretary; George F. Turnbull, Oil City Derrick, treasurer.

North Carolina Press Association.—C. A. Webb, Asheville Citizen, president; Mrs. T. J. Lassiter, Smithfield, secretary-treasurer.

Ogdensburg (N. Y.) Press Club.—C. R. Bennett, president; Clarence Houseman, secretary.

Ohio Associated Press Editors' Association.—Joseph T. Garretson, Cincinnati Times-Star, president; F. B. Pauly, Middletown Journal, vice-president.

Ohio Circulation Managers' Association.—Bert J. Ullman, Youngstown Vindicator, president; T. S. Moorehead, Cambridge Jeffersonian, secretary-treasurer.

Oklahoma Editorial Association.—Ed. Ingram, Kingfisher, president; E. S. Bronson, El Reno, vice-president and secretary-treasurer.

Omaha Press Club.—James W. Hanberry, World-Herald, president; E. Williamson, Bee, secretary.

Oregon State Editorial Association.—Hal E. Hoss, Oregon City Enterprise, president; G. Lansing Hurd, Corvallis Gazette-Times, secretary.

Oregon Newspaper Conference.—George P. Cheney, Record Chieftain, president; George Turnbull, professor of journalism, University of Oregon, secretary.

Overseas Writers, Washington, D. C.—Mark Sullivan, New York Tribune, chairman; Harold Phelps Stokes, New York Evening Post, secretary.

Ozark Press Association.—E. B. Roach, Carthage (Mo.) Democrat; Mrs. May Stafford Hilburn, Webb City, secretary.

Pacific Northwest Newspaper Publishers' Association.—J. F. Young, Spokane (Wash.) Spokesman-Review, president; S. R. Winch, Portland (Ore.) Journal, treasurer; H. J. Kelly, Spokane, secretary.

Panhandle Press Association of Texas.—L. P. Loomis, Canadian Record, president; C. W. Warwick, Canyon Randall County News, secretary-treasurer.

Pennsylvania Associated Dailies.—John L. Stewart, Washington Observer & Reporter, president; Wilmer Crow, Harrisburg, secretary.

Pennsylvania State Editorial Association.—H. L. Johnston, Altoona, president; J. H. Zerbey, Jr., Pottsville Republican, secretary.

Pennsylvania Weekly Newspaper Association.—C. B. Spatz, Boyertown Berks County Democrat, president; Howard Reynolds, Quarryville Sun, secretary-treasurer.

Periodical Publishers' Association.—Dr. Ralph E. Rindfuss appointed executive secretary, succeeding Phillips Wyman.

Pittsburgh Press Club.—J. E. McKirdy, president; directors, J. M. Costin, D. E. Davis, L. B. Sisson, J. V. Long.

Portland (Ore.) Press Club.—Donald Sterling, president; F. D. McNaughton, secretary.

Press Club of Oakland, Cal.—Roy H. Danforth, Tribune, president; William H. Mason, secretary.

Press Golf Club of Chicago.—Joseph G. Davis, Tribune, president; J. A. Menaugh, Post, secretary.

San Francisco Press Club.—Leon J. Pinkson, president; William F. Kilcline, secretary.

Santa Ana (Cal.) Advertising Club.—W. D. Rudd, president.

Second District Minnesota Editorial Association.—W. E. Hinchon, Madelia Times-Messenger, president; H. J. Haydon, Lakefield Standard, secretary.

Seventh District Kansas Republican Editorial Association.—Peter McKechnie, Kinsley Mercury, president; George Pease, Pratt Republican, secretary.

Seventh Minnesota Congressional District.—Theodore Christianson, Dawson Sentinel, president; M. J. McGowan, Appleton Press, secretary; H. C. Sherwood, Fairfax Standard, treasurer.

Sigma Delta Chi National Honorary Journalistic Fraternity.—T. Hawley Tapping, editor Acacia National Magazine and Michigan Alumnus, president; George Pierrot, American Boy, secretary; Peter Vischer, New York World, treasurer; James Wright Brown, editor EDITOR & PUBLISHER, national honorary president.

South Dakota Associated Press Editorial Association.—W. R. Ronald, editor Mitchell Republican, president; Kenneth M. Mayo, secretary.

South Dakota Press Association.—Paul Dutcher, Brookings Register, president; J. F. Halladay, Iroquois Chief, secretary-treasurer.

Southeast Missouri Press Association.—Charles L. Blanton, Sikeston Standard, president; Edward P. Crowe, Dexter Statesman, corresponding secretary.

Southeastern Nebraska Press Club.—W. H. Orr, Falls City Journal; Miss Eunice Haskins, Stella Press, secretary.

Southern California Newspaper Publishers' Association.—J. R. Gabert, Riverside Enterprise, president; Timothy Brownhill, secretary-treasurer.

Southern Newspaper Publishers' Association.—Arthur G. Newmyer, New Orleans Item, president; Walter C. Johnson, Chattanooga News, secretary-treasurer; directors, Victor H. Hanson, Birmingham News; Elmer E. Clarke, Little Rock Democrat; W. A. Elliott, Jacksonville Times-Union; Clark Howell, Jr., Atlanta Constitution; Harry Giovannoli, Lexington Leader; Col. Robert Ewing, New Orleans States; Frederick Sullens, Jackson (Miss.) News; H. Galt Braxton, Kinston Free Press; E. K. Gaylord, Oklahoma City Oklahoman; George R. Koester, Greenville Piedmont; Major E. B. Stahlman, Nashville Banner; Allen Potts, Richmond News-Leader; Roy G. Watson, Houston Post; W. Guy Tetrick, Clarksburg (W. Va.) Exponent.

Tennessee Women's Press & Authors' Club.—Mrs. Thomas Staley, Bristol, president; Miss Harriette Lock Arnell, Knoxville, corresponding secretary.

Texas Circulation Managers' Association.—E. C. White, circulation manager, Houston (Tex.) Chronicle, president; E. H. Godfrey, circulation manager, Houston (Tex.) Evening Post, secretary.

Texas Daily Press League.—C. E. Palmer, Texarkana Four States Press, president; K. K. Hooper, Sherman Democrat, secretary.

Texas Editorial Association.—M. E. Foster, Houston, president; Hamp Cook, Houston, recording secretary; Austin Callan, Eagle Pass, corresponding secretary.

Texas Newspaper Publishers' Association.—W. A. Dealey, Dallas News, president; A. E. Clarkson, Houston Post, secretary-treasurer.

Texas Press Association.—Sam C. Braswell, Clarendon News, president; Sam P. Harben, Richardson Echo, secretary.

Tri-Cities (Ill.) Press Club.—O. D. Kendall, Rock Island Argus, president; N. B. Musson, Rock Island, secretary.

Tri-City Press Club.—A. C. McIntyre, Oil City (Pa.) Derrick, president; James A. Murrin, Franklin (Pa.) News-Herald, secretary.

Tri-State Editorial Association.—W. C. Lusk, Yankton (S. D.) Press and Dakotan, president; Frank M. O'Furey, Iowa Falls, Ia., secretary.

United Typothetae of America.—George K. Horn, Baltimore, president; Fred W. Gage, Battle Creek, treasurer.

University Press Club of Michigan.—A. L. Miller, Battle Creek Enquirer & News, president; Prof. John L. Brumm, University of Michigan, Ann Arbor, secretary-treasurer.

Utah State Press Association.—Karl S. Carlton, Milford Beaver County News, president; Charles England, Logan Journal, secretary-treasurer.

Utica (N. Y.) Newswriters' Club.—Harry A. Fox, Utica Press, president; George A. Bradley, secretary.

Vermont Press Association.—Donald M. Tobin, Middlebury Register, president; Harrison Thayer, Essex Junction, secretary-treasurer.

Virginia Press Association.—Paul Scarborough, Franklin Tidewater News, president; James C. Latimer, Richmond, secretary-treasurer.

Western Iowa Editorial Association.—R. D. Shepard, Defiance Independent, president; John M. Henry, Council Bluffs Nonpariel, secretary-treasurer.

Western North Carolina Weekly Press Association.—R. E. Price, Rutherfordton Sun, president; S. E. Whitten, Marion Progress, secretary.

West Virginia Circulation Managers' Association.—A. I. Garrett, Fairmont West Virginian, president; Miss Edna C. Hull, Parkersburg Sentinel, secretary-treasurer.

White House Correspondents' Association.—H. N. Price, Washington Post, president; William P. Flythe, Universal Service, secretary-treasurer.

Wisconsin Daily League.—W. Ohde, Manitowoc Herald-News, president; A. M. Hibbard, Stoughton Courier, vice-president.

U. S. ADVERTISING ASSOCIATIONS AND CLUBS

Advertising Affiliation.—Joseph E. Melia, Buffalo, president; Arthur Paul Kelly, Rochester, secretary-treasurer.

Advertisers' & Investors' Protective Association, Chicago.—Judson F. Stone, president; A. G. Davis, manager.

Advertising Club of Johnstown, Pa.—Harry D. Corbin, Penn Traffic Company, president; Kenneth P. Ripple, secretary.

Advertising Club of New York.—Harry H. Charles, president; Herman G. Halsted, treasurer; C. S. Jackson, secretary.

Agate Club, Chicago.—Joseph B. Lynch, Atlantic Monthly, president; R. A. Northrup, Judge, secretary.

Allentown (Pa.) Advertising Club.—P. W. Leisenring, president; E. Hazard, secretary.

American Association of Advertising Agencies.—Stanley Resor, J. Walter Thompson Company, president; James O'Shaughnessy, executive secretary.

Associated Retail Advertisers.—Theodore G. Morgan, Henry Morgan & Co., Ltd., Montreal, president; Miss Clara P. Moser, Himmelbach Brothers, Detroit, secretary-treasurer.

Association of National Advertisers.—P. L. Thomson, Western Electric Company, New York, president; John Sullivan, New York, secretary.

Associated Advertising Clubs of the World.—Lou E. Holland, Kansas City, president; Jesse H. Neal, New York, secretary-treasurer. Directory & Reference Media Department, A. A. C. W.: Col. Henry H. Burdick, president; F. A. von Wieding, New York, secretary-treasurer. Financial Advertisers' Association Departmental, A. A. C. W.: Gaylord S. Morse, Chicago, president; Carl A. Gode, Chicago, treasurer.

Association of Newspaper Advertising Executives (formerly National Association of Newspaper Executives).—Frank T. Carroll, Indianapolis News, president; George D. Preston, Buffalo Express, vice-president; Don Bridge, Indianapolis News, secretary; directors, A. L. Shuman, Fort Worth Star-Telegram; C. H. Tobey, Boston American; J. E. Simpson, Philadelphia Bulletin; Harvey R. Young, Columbus Dispatch; N. O. Fullmer, Salt Lake City Desert News; A. B. Clark, Nashville Banner.

Club Secretaries' Conference, A. A. C. W.—Norman M. Parrott, Baltimore, chairman; E. A. Guise, Tulsa, Okla., secretary.

Advertising Club of Baltimore.—Frank J. O'Brien, president; Norman M. Parrott, secretary-treasurer.

Advertising Club of Honolulu.—G. S. McKenzie, president; Dr. Charles Barton, secretary-treasurer.

Brooklyn (N. Y.) Advertising Club.—John T. Ballou, president; Richardson Webster, secretary.

Buffalo League of Advertising Women.—Genevieve Goodrich, president; Ruth Fully, corresponding secretary.

California Association of Daily Newspaper Advertising Managers.—L. L. Putnam, Santa Rosa Republican, president; J. W. Long, Richmond Independent, secretary-treasurer.

Cedar Rapids (Ia.) Advertising Club.—Robert Armstrong, president; H. J. Rowe, secretary.

Cincinnati Advertisers' Club.—Frank D. Inglis, president; A. R. Riggs, secretary.

Cleveland Advertising Club.—George A. Rutherford, president; Ray H. Finger, secretary-manager.

Cleveland Women's Advertising Club.—Katherine L. Smith, president.

Columbus (Ohio) Advertising Club.—C. B. Tracewell, president; Robert A. Warfel, secretary.

Dallas (Tex.) Advertising League.—Herbert Stellmacher, president; Knox Armstrong, secretary-treasurer.

Dayton (Ohio) Advertising Club.—Franklin Dunlap, president; Carl McNab, secretary.

Des Moines Advertising Club.—Charles E. Yoder, president; William F. Schnitzen, secretary-treasurer.

Detroit Adcraft Club.—Frederick Dickinson, Hupp Motor Car Company, president; Merritt J. Chapman, secretary-manager.

Detroit Women's Advertising Club.—Miss Mary Yeats, president; Miss Katherine Cornell, secretary.

Direct Mail Advertisers' Association.—Joseph B. Mills, J. L. Hudson Company, Detroit, president.

Erie (Pa.) Advertising Club.—C. W. Chabot, Hammermill Paper Company, president; A. J. West, Erie Letter Shop, secretary.

Federation of Women's Advertising Clubs.—Miss Katherine Mahool, Baltimore, chairman; Miss Helen Hill, New York, vice-chairman.

Financial Advertisers' Club, Minneapolis.—B. S. Woodworth, Minneapolis Trust Company, chairman; L. A. Clausen, Hennepin County Savings Bank, secretary.

Galveston Advertising Club.—G. B. Clarke, advertising manager Clark W. Thompson Company, president; H. C. Hague, secretary.

Grand Rapids (Mich.) Advertising Club.—Allen G. Miller, president.

Greater Buffalo Advertising Club.—Joseph F. Melia, Buffalo News, president; De Forest Porter, secretary.

Great Falls (Mont.) Advertising Club.—A. H. Jester, president.

Hamilton (Ohio) Advertisers' Club.—Carl Greer, president; John Northway, secretary.

Houston Advertising Association.—H. C. Howard, president (resigned and succeeded by William S. Patton); Gus Mistrot, secretary-treasurer.

Hutchinson (Kan.) Ad. Club.—Ralph Hinman, president; Floyd Abbot, secretary; Phil Baddeley, treasurer.

Chicago Newspaper Representatives' Association.—H. W. King, president; Barry Stevens, secretary.

Indianapolis Advertising Club.—Frank S. Chance, president; O. T. Roberts, treasurer.

Kansas City (Mo.) Advertising Club.—H. P. Comstock, president; George M. Husser, secretary.

Lantern Club of Boston.—George A. Dunning, governor; John M. Sweeney, Jr., secretary-treasurer.

Long Beach (Cal.) Advertising Club.—A. J. Cole, president.

Louisville (Ky.) Advertising Club.—F. F. Gilmore, Jr., president; Byron W. Orr, secretary.

Appleton (Wis.) Advertising Club.—Ralph Gee, Appleton Post-Crescent, president; J. F. Johnston, secretary.

Minneapolis Advertising Club.—C. W. Jones, president; Truman Brooke, secretary-treasurer.

Nashville Advertising Club.—Eric Tatom, president; E. M. McNeill, secretary.

National Better Business Commission.—Kenneth Barnard, New York, president; George M. Husser, director, Kansas City Better Business Bureau, vice-president; H. J. Kenner, secretary-treasurer.

New Haven Advertising Club.—Merrill C. Jenkins, president; George H. Gould, secretary.

Newspaper Advertising Managers' Association of Wisconsin.—Thomas J. Murphy, Janesville Gazette, president; D. S. Greig, La Crosse Tribune & Leader-Press, secretary-treasurer.

New York League of Advertising Women.—Helen Hill, president; Ida Clarke, corresponding secretary.

Ninth District, Associated Advertising Clubs of the World.—Victor G. Martin, advertising manager, Davenport (Ia.) Democrat, president; E. F. Voss, secretary-treasurer.

Pilgrim Publicity Association, Boston.—Chester I. Campbell, president; Elmer S. Lipsett, secretary.

Pittsburgh (Pa.) Advertising Club.—Andrew Connolly, president; J. A. Cullison, secretary.

Poor Richard Club, Philadelphia.—Bartley J. Doyle, president; George E. Loane, secretary.

Portland (Ore.) Advertising Division of Chamber of Commerce.—Ralph E. Morrison, Western Farmer, president; John W. Kennedy, secretary.

Portland (Ore.) Women's Advertising Club.—Mrs. Celeste Liston Harris, president; Miss Vivian Flexner, secretary.

Portland Advertising Club.—Paul T. Shaw, president; A. L. Steel, secretary-treasurer.

Rockford (Ill.) Advertising Club.—David Jarrett, president; Homer Miller, secretary.

St. Louis Junior Advertising Club.—C. P. Michels, president; William Murphy, secretary.

Salt Lake City Advertising Club.—E. S. Diamond, president; L. D. Simmons, secretary.

San Antonio Advertising Club.—O. H. Mickel, president; A. H. Cadwallader, Jr., secretary-treasurer.

San Diego (Cal.) Advertising Club.—U. S. Grant, president; W. W. Fell, vice-president.

San Francisco Advertising Club.—J. J. Cuddy, president; D. E. Gilman, secretary; W. W. Douglas, treasurer.

San Francisco Chapter, California Advertising Service Association.—A. F. A. Stedman, Honig-Cooper Company, chairman; Theodore Watson, Johnson-Ayers Company, secretary.

Santa Ana (Cal.) Advertising Club.—Glenn Moore, president; Stanley Reed, secretary.

Scranton (Pa.) Advertising Club.—H. C. Squires, president; George Marr, secretary.

Sheboygan (Wis.) Advertising Club.—Walter Distelhorst, president; Harold S. Allman, secretary.

Sioux City (Ia.) Advertising Club.—Don V. Moore, president; B. J. Abram, secretary.

Sioux Falls (S. D.) Advertising Club.—Dean Wilde, Commercial-News, president; Harriet E. Folds, secretary.

Southeastern Division, A. A. C. W.—Herbert Porter, Atlanta, president; J. A. Perry, Cuthbert, Ga., secretary-treasurer.

Sphinx Club, New York.—William T. Mullally, president; Roger J. O'Donnell, secretary.

Spokane Advertising Club.—Arthur W. Burch, president; E. R. Ennis, secretary.

Springfield (Ill.) Abe Lincoln Advertising Club.—C. C. Callihan, president; Morris Myers, secretary.

St. Paul (Minn.) Town Criers Club.—Paul A. Bohen, president; Harry M. Bresling, secretary.

Tacoma Advertising Club.—Arthur H. Bassett, president; Kenneth W. Hood, secretary-treasurer.

Tenth District Associated Advertising Clubs of the World.—Dale Rogers, Houston, president; H. C. Howard, Houston, secretary-treasurer.

Toledo Advertising Women's Club.—Laura M. Brown, president; Edith Hamnett, secretary.

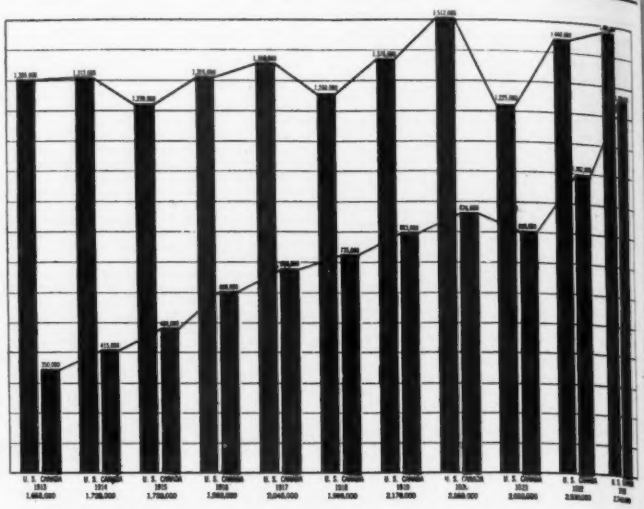
Town Criers of Providence, R. I.—Frederick W. Bliss, Chief Crier; Silas T. Leaming, Scrivener.

Washington (D. C.) Advertising Club.—W. H. Wagner, president; S. M. Sellinger, treasurer.

Wilkes-Barre Advertising Club.—Lewis Ryan, president; Joseph Purcell, secretary.

Youngstown (Ohio) Advertising Club.—Frank Herrick, president; J. P. Gillespie, secretary.

NORTH AMERICAN NEWSPRINT PRODUCTION—1913-1923



Comparative production of United States and Canadian newsprint mills is here shown for the ten years ending 1923. United States production is shown to have increased from 1,305,000 tons in 1913 to 1,465,000 tons in 1923. Meanwhile Canadian production has risen from 350,000 tons to 1,263,000 tons. The United States increase is 12 per cent, while the Canadian increase is 260 per cent. The chart is reproduced by courtesy of the Newsprint Service Bureau, which also compiled the mill production figures given below.

NEWSPRINT MILLS IN NORTH AMERICA

UNITED STATES

Company	Head Office	Daily Capacity
Alexandria Paper Co.	Alexandria, Ind.	
Algonquin Paper Co.	Ogdensburg, N. Y.	
Arrowhead Mills, Inc.	Fulton, N. Y.	
Cliff Paper Co.	Niagara Falls, N. Y.	
Consolidated Water Power & Paper Co.	Wisconsin Rapids, Wis.	
Crown-Willamette Paper Co.	San Francisco, Cal.	
De Grasse Paper Co.	Pyrites, N. Y.	
Escanaba Paper Co.	Escanaba, Mich.	
Finch, Pruyn & Co.	Glens Falls, N. Y.	
Flambeau Paper Co.	Park Falls, Wis.	
Gilman Paper Co.	New York, N. Y.	
Gould Paper Co.	Lyons Falls, N. Y.	
Grandfather Falls Co.	Merrill, Wis.	
Great Northern Paper Co.	Millinocket, Me.	
Great Western Paper Co.	Ladysmith, Wis.	
Hanna Paper Corporation	New York, N. Y.	
Hawley Pulp & Paper Co.	Oregon City, Ore.	
Hennepin Paper Co.	Minneapolis, Minn.	
High Falls Pulp & Paper Co.	Chateaugay, N. Y.	
Inland Empire Paper Co.	Millwood, Wash.	
International Paper Co.	New York, N. Y.	
Itasca Paper Co.	Grand Rapids, Minn.	
Kennebec Paper Co.	New York, N. Y.	
Maniatique Pulp & Paper Co.	Minneapolis, Minn.	
Minnesota & Ontario Paper Co.	Minneapolis, Minn.	
Nekoosa-Edwards Paper Co.	Port Edwards, Wis.	
Northwest Paper Co.	Cloquet, Minn.	
Oswegatchie Paper Co.	Natural Dam, N. Y.	
Oswego Falls Corporation	Fulton, N. Y.	
Pejepscot Paper Co.	New York, N. Y.	
Pettebone-Cataract Paper Co.	Niagara Falls, N. Y.	
St. Croix Paper Co.	Boston, Mass.	
St. George Paper Co.	Norwolk, Conn.	
St. Regis Paper Co.	New York, N. Y.	
Sherman Paper Co.	Watertown, N. Y.	
Tidewater Paper Mills Co.	Brooklyn, N. Y.	
Washington Pulp & Paper Corp.	San Francisco, Cal.	
Watab Paper Co.	Sartell, Minn.	
Waterway Paper Products Co.	Chicago, Ill.	
West End Paper Co.	Carthage, N. Y.	
Wisconsin River Paper & Pulp Co.	Neenah, Wis.	
Total		

CANADA

Abitibi Power & Paper Co., Ltd.	Montreal, Can.	
Bathurst Co., Ltd.	Bathurst, N. B., Can.	
Belgo Canadian Paper Co., Ltd.	Shawinigan Falls, Quebec	
J. R. Booth, Ltd.	Ottawa, Ontario	
Brompton Pulp & Paper Co., Ltd.	East Angus, Quebec	
Canada Paper Co., Ltd.	Windsor Mills, Quebec	
Donnacona Paper Co., Ltd.	Donnacona, Quebec	
E. B. Eddy Co., Ltd.	Hull, Quebec	
Fort Francis Pulp & Paper Co., Ltd.	Minneapolis, Minn.	
Fort William Paper Co., Ltd.	Fort William, Ont.	
Laurentide Co., Ltd.	Grand Mere, Quebec	
News Pulp & Paper Co., Ltd.	Montreal, Canada	
Ontario Paper Co., Ltd.	Thorold, Ontario	
Pacific Mills, Ltd.	Vancouver, B. C.	
Powell River Co., Ltd.	Vancouver, B. C.	
Price Brothers & Co., Ltd.	Quebec, Canada	
St. Lawrence Paper Mills, Ltd.	Three Rivers, Quebec	
St. Maurice Lumber Co., Ltd.	Three Rivers, Quebec	
St. Maurice Paper Co., Ltd.	Montreal, Canada	
Spanish River Pulp & Paper Mills, Ltd.	Sault Ste. Marie, Ont.	
Total		
Grand Total, U. S. & Canada		

NEWFOUNDLAND

Anglo-Newfoundland Development Co., Ltd. ..... Grand Falls, N. F.

MEXICO

Fabricas De Papel De San Rafael Y Anexas .... S. A. Mexico

Compiled by The News Print Service Bureau

St. Joseph, Missouri
GAZETTE

Practically 100% of the Gazette's 23,000 paid circulation is concentrated within the trade area of St. Joseph. Line rate 6c flat daily, 7c Sunday.

The Gazette's Merchandising Department is equipped to deliver most efficient co-operation.

We go way beyond merely publishing your advertising to make your campaign a success.

National Representatives

E. KATZ
Special Advertising Agency
New York Chicago Kansas City
Atlanta San Francisco

The
NORWALK HOUR
NORWALK, CONN.

Population 30,000

Read by Everybody in town and in the suburbs.

Norwalk is the only Connecticut city that enjoys a five-cent fare and The Hour is the newspaper which won this trolley fare for the city.

Liveliest small town newspaper in Connecticut

National Representative
GEORGE B. DAVID CO.
171 Madison Ave. New York

FOREIGN CORRESPONDENTS IN THE UNITED STATES

Agence Havas, Paris—A. Lieberfeld, 51 Chambers street, New York City; R. Remy, Albee Building, Washington, D. C.
American-Swedish News Exchange—Dr. B. H. Brillioth, Room 827, 154 Nassau street, New York City.
Amsterdam (Holland) De Telegraaf—G. J. M. Simons, 44 Beaver street, New York City.
Amsterdam Handelsblatt—D. J. de Balluseck, Room 310, 78 Broad street, New York City.
Amsterdam Nieuwe Rotterdamsche Courant—Mrs. Albert Boni, 317 E. 17th street.
Australian Press Association—A. Rothman, Times Annex, W. 43rd street, New York City.
Brussels La Politique—F. J. J. Merckx, 240 W. 14th street, New York City.
Buenos Aires, La Nacion—W. W. Davies and A. Mayer, 51 Chambers street, New York City.
Buenos Aires, La Prensa—R. Ronconi, 51 Chambers street, New York City.
Central News of London—Edward Rascovar, 26 Beaver street, New York City.
Copenhagen (Denmark) Berlingske Tidende—Julius Moritzen, Room 422, 136 Liberty street, New York City.
Cracow (Poland) Czas—Dr. A. M. Nawench, 661 West 179th street, New York City.
Havana (Cuba) El Mundo—R. R. Govin, 90 West street, New York City.
Havre (France) Eclair—A. E. Sieper, 109 West 54th street, New York City.
Japanese Telegraphic News Agency—S. Mizutani, 35 Sixth avenue, New York City.
Jerusalem and Palestine Haartes—A. Agronsky, 132 Nassau street, New York City.
Liverpool (England) Echo—Harold Butcher, 420 West 121st street, New York City.
London Daily Chronicle—J. W. Harding, 1207 Times Building, New York City.
London Daily Express—Warren Mason, 316 World Building, New York City.
London Daily Mail—W. F. Bullock, 280 Broadway, New York City.
London Daily Mirror—T. Walter Williams, 253 West 42d street, New York City.
London Daily News—P. W. Wilson, 227th street and Independence avenue, New York City; George C. Briggs, 2011 Park avenue, New York City.
London Daily Telegraph—Percy S. Bullen, 66 Broadway, New York City; S. J. Clarke, 66 Broadway, New York City.
London Evening Standard—F. W. Hall, 112 West 59th street, New York City.
London Financier—Leopold Grahame, 542 West 112th street, New York City.
London Morning Post—Sir Maurice Low, 1150 Connecticut avenue, Washington, D. C.
London Times—L. E. Hinrichs, 280 Broadway, New York City; W. Lewis, Wilkins Building, Washington, D. C.
London Westminster Gazette—Richard Eaton, 10 Jackson Pl., N. W., Washington, D. C.
Madrid (Spain) Press Association—Dr. V. R. Beteta, 44 West 76th street, New York City.
Manchester (England) Guardian—A. Wyn Williams, 220 West 42d street, New York City.
Mexico City, El Universal—J. M. Doran, 3507 Woolworth Building, New York City.
Mexico City Revista de Hacienda—L. M. Strauss, 136 Liberty street, New York City.
Milan (Italy) Corriere de la Sera—Dr. F. Ferrero, P. O. Box 5, Annapolis, Md.
Montreal Gazette—F. B. Owen, 427 Ft. Washington avenue, New York City.
Montreal, La Presse—Joseph Bourgeois, 37 West 16th street, New York City.
Montreal, Le Soleil and Le Canada Musicale—Arthur LaMalice, 245 West 51st street, New York City.
Montreal Star—306 World Building, New York City.
Osaka (Japan) Mainichi—T. Nehara, 407 Tribune building, New York City.
Paris, Express de Mulhouse—Clement Rueff, 1 East 47th street, New York City.
Paris Herald—Roland Kilbon, 280 Broadway, New York City.
Paris, L'Information—Max Loewy, 112 19th street, Jackson Heights, L. I.
Paris "Le Matin"—Leonce Levy, care New York World, 63 Park Row, New York City.
Paris L'Oeuvre—Raymond Loewy, 47 West 42d street, New York City.
Reuter's, Ltd., London—F. Douglas Williams, T. A. Dixon and I. M. Norr, 280 Broadway, New York City.
Rome (Italy) La Tribuna—A. Arbib-Costa, 500 W. 140th street, New York City.
St. Johns (Canada) Telegraph—Dr. Van Buren Thorne, 78 27th street, Jackson Heights, L. I., N. Y.
Santiago de Chile La Nacion—Severo Salcedo, 165 Broadway, New York City.
Shanghai (China) Evening News—E. K. Moy, 1338 Woolworth Building, New York City.
Tokio Japan Advertiser—Joseph P. Barry, 120 Broadway, New York City.
Tokyo Asahi Shimbun—I. Fukuda, 308 World Building, New York City.
Tokyo (Japan) Chugai Shogio Shimpe—Room 234, 150 Nassau street, New York City.

BRITISH SCHOOLS OF PRINTING

Regular classes are arranged at the following:
London: L. C. C. School of Printing, Stamford Street, S. E.
The Aldenham Institute, St. Pancras.
Camberwell School, S. E.
and instruction is also given for juniors at the L. C. C. school, Theobald's Road, London, W. C. The technical and art schools in the following cities and towns also include regular classes in the Winter Session—Birmingham, Nottingham, Leicester, Manchester, Liverpool, Bradford, Leeds, Bristol, Hull and Huddersfield. In Scotland there are classes at Edinburgh, Glasgow and Aberdeen. In Ireland, at Belfast, and Dublin.

NEWSPAPERS and the CHURCHES

The churches in your town are seeking only to make the town better. You are trying to do the same thing. Churches are coming to realize that they can use the advertising columns of dailies to urge general church going—with profitable results.

Many papers help the churches to see the opportunities thus open for a larger hearing of the gospel through paid space—to the benefit of themselves and the town.

The Church Advertising Department is concerned with spreading the idea that display space can be used to advantage in getting people to church. It has offered several series of prepared advertisements. For these a slight charge has been made in order to pay printing and clerical costs. Series 3, 52 ads, enough for a year, with special ads for special days; and Series 4, 25 ads of the same sort, are available to a large number of towns. Permission to use these is sold one paper in a town. The price averages four dimes a week. For proofs address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

There is also available Series 5, 23 advertisements by various authors. These are offered for free use, the cost of printing having been donated by a friend of the cause. Some of these ads were written by advertising men, others by public officials. These proofs are available only from E. H. Harris, Palladium, Richmond, Ind.

Perhaps the best plan is to have local men write the copy, but ministers often talk in too many theological terms to reach the man outside church. Look over these proofs.

Church Advertising Department
A.A.C.W.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

Compiled by William M. Hewitt, Special Foreign Language Advertising Representative, 345 Madison Avenue, New York City

City	Language	Newspaper	Publication Frequency	Circ.	Rate
ARIZONA					
Tucson	Spanish	Tucsonense	Tu., Th., Sat.	1,365	.025
Comm'l Ptg. Co., Pub.—F. S. Morena, Ed.					
ARKANSAS					
Little Rock	German	Arkansas Echo	Th.	2,200	.02
Arkansas Echo Pub. Co., Pub.—C. Meurer, Ed.					
CALIFORNIA					
Fresno	Armenian	Asbarez	Tu., Fri.	2,000	.015
Asbarez Pub. Co., Pub.					
	German	California Post	Th.	3,000	.025
German Pub. Co., Pub.					
Los Angeles	German	Cal. Staats-Zeitung	Fri.	9,400	.0475
Edward Stuetz, Pub.—Otto Vogel, Ed.					
	Swedish	Calif. Veckoblad	Th.	5,800	.03
Alfred Haij, Pub. & Ed.					
	Spanish	Heraldo de Mexico	D/S exMon.	5,000	.035
F. Marburg Y Cia, Pub.—Juan De Heras, Ed.					
	Japanese	Japanese Daily News	D/S ex-Mon.	6,520	.0225
Los Angeles News Pub. Co.					
	Croatian	Jedinstvo	S/M.	7,000	.1426
J. J. Knezevich, Pub. & Ed.					
	Japanese	I. A Japanese American	D exSun.	6,500	.03
S. Kikuchi, Pub. & Ed.					
	Spanish	La Prensa	Sat.	2,200	.035
International Pub. Co., Pub.					
	Croatian	Sokol Republika	M.	22,300	.1075
Sokol Pub. Co., Pub.—Victor Vojvodich, Ed.					
	French	Union Nouvelle	Sat.	5,000	.035
U. N. Pub. Co., Pub.—Maurice Fog, Ed.					
Oakland	Portuguese	Uniao Portugueza	Mon.	1,500	.035
Manuel F. M. Trigueiro, Pub.—Jos. S. Marshall, Ed.					
Sacramento	Italian	Capitale	Sat.	2,500	.03
Capitale Pub. Co., Pub.					
San Diego	Spanish	Hispano Americano	Sat.	2,500	.0225
Span. Amer. Pub. Co., Pub.—H. Limon, Ed.					
San Francisco	Nor. Dan.	Bien	Fri.	4,000	.05
Sophus Hartwick, Ed. & Pub.					
	Greek	California	Sat.	10,000	.025
Tasos V. Mountance, Pub & Ed.					
	German	Calif. Demokrat	Sun.	4,590	.045
California Demokrat Co., Pub.					
	Chinese	Chinese World	D exSun.	8,079	.07
Sai Gai Yat Bo Pub. Co., Pub.—C. K. Leong, Ed.					
	Chinese	Chung Sai Yat Po	D exSun.	5,000	.035
C. S. Y. P. Pub. Co., Pub.—Ng Poon Chew, Ed.					
	Italian	Colonia Svizzera	Tu., Fri.	7,000	.06
Swiss Pub. Co., Pub.—Arnold Battaglini, Ed.					
	Italian	Corriere del Popolo	Tu., Fri.	9,561	.0325
Fedretti Bros., Pubs. & Eds.					
	French	Echo de L'Ouest	D/S	1,965	.03
Leon L. Rey, Pub. & Ed.					
	French	Franco Californien	D/S	2,162	.0175
Franco California Pub. Co., Pub.					
	Spanish	Hispano America	Sat.	5,600	.03
La Chronica, Inc., Pub.—Julio G. Arce, Ed.					
	Italian	L'Italia	D/S	16,940	.12
L'Italia Press Co., Pub.—Ettore Patrizi, Ed.					
	Japanese	Jap. American News	D/S	15,502	.05
K. Abiko, Pub. & Ed.					
	Portuguese	Jornal de Noticias	Sat.	3,500	.0485
P. L. C. Silveira, Pub. & Ed.					
	Korean	New Korea	Tu., Th., Sat.	1,200	.015
Korean Nat'l Ass'n of North America, Pub.					
	Japanese	New World	D/S	13,000	.03
New World, Inc., Pub.—T. Faruya, Ed.					
	Greek	Prometheus	Sat.	8,000	.0425
Alexander K. Pavellas, Pub. & Ed.					
	Russian	Russian Life	Fri.	6,000	.07
Russian American Co-operative Asso., Pub.—Boris P. Lopatin, Ed.					
	Italian	Sentinella	Month	4,000	.0575
Gastone G. Bertini, Pub. & Ed.					
	Serbian	Serbian Herald	Sat.	12,105	.03
Serbian Educational Soc. "Luca," Pub. & Ed.					
	Italian	Unione	Sat.	5,000	.0425
Italian Catholic Union, Inc., Pub. & Ed.					
	Swedish	Vestkusten	Th.	4,760	.03
West Coast Pub. Co., Pub.—Alex Olsson, Ed.					
	Italian	Voce del Popolo	D exSun.	13,015	.10
Voce del Popolo Pub. Co., Pub.—O. D. Ronchi, Ed					
	Chinese	Young China	D exSun.	6,200	.1075
Young China Pub. Co., Pub.—Lee Goot Chee & Fong Ming Po, Ed.					
Stockton	Italian	Agricoltore Italiano	Month	8,000	.1075
Flavio & John Flavius, Pubs. & Eds.					
	Italian	Sole	Sat.	5,000	.0275
Flavio Flavius, Pub. & Ed.					
Tulare	Portuguese	O Lavrador Portugues	Mon., Th.	3,500	.0375
Arthur A. Avila and Alfred D. Silva, Pubs. & Eds.					
COLORADO					
Antonito	Spanish	Aurora	Fri.	600	.015
John G. Jeantet, Pub. & Ed.					
Denver	Italian	La Capitale	Sat.	9,800	.05
La Capitale Pub. Co., Pub. & Ed.					
	German	Colorado Herald	Wed., Sun.	14,300	.05
Col. Her. Pub. Co., Pub.—H. H. Fast, Ed.					
	Italian	Risveglio	Wed.	2500	.025
			Sun.	3,000	.03
Italian-American Pub. Co., Pub. & Ed.					
	Italian	Roma	Sat.	2,000	.02
Italian-American Pub. Co., Pub. & Ed.					
Pueblo	Italian	Unione	Fri.	8,000	.035
Union Pub. Co., Pub.—Vincenzo Massau, Ed.					
	Italian	Vindice	Sat.	2,826	.03
M. Jachetta, Pub.—Pasquale Albo, Ed.					
San Luis	Spanish	Heraldo del Valle	Sat.	1,050	.015
J. R. Valdez, Pub. & Ed.					
Trinidad	Italian	Corriere di Trinidad	Sat.	2,000	.02
Courier Pub. Co., Pub.					
CONNECTICUT					
Bridgeport	Italian	Aurora	Th.	2,500	.045
L'Aurora Pub. Co., Pub.					
	Italian	La Sentinella	Sat.	1,650	.025
P. Altieri, Pub. & Ed.					
	Slovak	Telegraf..Telegraf	Tu., Fri.	4,000	.035
Slovak Catholic Pub. Co., Pub. & Ed.					
	Hungarian	Testvériség	Tu., Fri.	3,500	.035
Brotherhood Print Co., Pub.—Zoltán Haraszti, Ed.					
Fairfield	Hungarian	Bridgeport	Wed., Sat.	15,192	.04
The Bridgeport Pub. Co., Pub.—Cornelius Csongradi, Ed.					
	Italian	Il Giornale di Hartford	Sun.	2,000	.035
Vincenzo Campora, Pub. & Ed.					
Hartford	Italian	La Capitale	Th.	2,000	.03
Capitale Pub. Co., Pub.—G. Errichiello, Ed.					
	Assyrian	Assyr. Amer. Courier	W.	5,000	.07
Joel E. Werda, Pub. & Ed.					
	German	Conn. Staats-Zeitung	Th.	8,200	.0425
Paul Stoeckel & Jacques Wisly, Pub. & Ed.					
New Britain	Swedish	Osterns Weckoblad	Wed.	4,000	.03
New Eastern Weekly Pub. Co., Pub. & Ed.					
	Polish	Przewodnik Katolicki	Fri.	5,000	.025
Rev. Lucyan Bojnowski, Pub.					
New Haven	Italian	Corriere del Conn.	Sat.	8,545	.03
Joseph Santella, Pub. & Ed.					
	Italian	Forche Caudine	Sat.	2,700	.02
A. Pisani, Pub. & Ed.					
	Italian	Giornale Italiano del Conn.	Th.	1,500	.03
G. Errichiello, Pub. & Ed.					
	Italian	Parola Cattolica	Sat.	3,000	.025
L. Maturo, Pub. & Ed.					
Putnam	French	Le Reveil	Fri.	1,450	.0225
Le Reveil Pub. Co., Pub.					
Shelton	Italian	La Luce	Sat.	2,000	.025
P. Cobianchi, Pub. & Ed.					
Torrington	Italian	La Tribuna di Torr.	Th.	910	.0225
Tribuna Pub. Co., Pub.—V. Sica, Ed.					
Waterbury	Italian	Progresso del New England	Sat.	2,500	.03
C. P. Lanza, Pub.					
	Italian	Verità	Sat.	2,000	.0225
Frank De Feo, Pub.					
	Italian	Voce Italiana	Fri.	3,000	.03
Italian Printing Co., Pub.—G. E. Mozzacane, Ed.					
DELAWARE					
Wilmington	Polish	Polonia	Fri.	2,800	.0275
Polonia Pub. Co., Pub.—J. Solizyk, Ed.					
FLORIDA					
Tampa	Spanish	Heraldo Dominical	Sun.	7,000	.03
El Heraldo Dominical Pub. Co., Pub.—Jose De La Campo Gonzales, Ed.					
	Spanish	La Prensa	D exSun.	3,800	.03
Prensa Pub. Co., Pub.—J. Cortez Labra, Ed.					
ILLINOIS					
Aurora	German	Volksfreund	Fri.	3,000	.0175
Aurora Publishing Co., Pub.					
Belleville	German	Post und Zeitung	Th.	2,020	.015
Post and Zeitung Co., Pub.—August Semmelroth, Ed.					
Chicago	German	Abendpost	D ABC	44,415	.10
Abenpost Co., Pub.—Paul F. Mueller, Ed.					
	Bohemian	Amerikan	Mon., Th.	34,686	.0715
August Geringer, Pub.—V. A. Geringer, Ed.					
	Greek	Aster Ellenikos	Fri.	8,000	.0715
P. S. Lambros, Pub.—N. S. Baris, Ed.					
	Swedish	Chicago Bladet	Tu.	9,400	.055
Chicago Bladet Pub. Co., Pub.					
	Norw. Danish	Chicago Posten	Th.	5,000	.03
C. Rasmussen Co., Pub.					
	Greek	Chicago Greek Daily	D exSun.	14,455	.045
S. Kotakis & N. Demopoulos, Pubs.					
	Bohemian	Denni Hlasatel	D.	34,100	.06
	Bohemian	Denni Hlasatel	Sun.	....	.10
Denni Hlasatel Printing & Pub. Co., Pub.					
	Lithuanian	Draugas	D/S	13,470	.04
Draugas Pub. Co., Pub.—Francis Bucys, Ed.					
	Bohemian	Duch Casu	Sun.	34,742	.07
August Geringer, Pub.—V. A. Geringer, Ed.					
	Polish	Dziennik Chicagoski	D exSun.	24,736	.08
Polish Pub. Co., Pub.—Felix Haczynski, Ed.					
	Polish	Dziennik Ludowy	D.	23,315	.08
Polish Peoples Pub. Co., Pub.—Michael Sokolowski, Ed.					
	Polish	Dziennik Ludowy	Sun.	25,000	.09
Polish Peoples Pub. Co., Pub.—Michael Sokolowski, Ed.					
	Polish	Dziennik Zjednoczenia	D exSun.	19,860	.06
Polish Roman Catholic Union of America, Pub.—Z. Stefanowic, Ed.					
	Polish	Dziennik Zwiazkowy	D exSun.	54,395	.14
Polish National Aliance, Pub.—J. Przyprawa, Ed.					
	Slovenian	Edinost	Tu., Th., Sat.	5,200	.035
Edinost Pub. Co., Pub.					
	Armenian	Eritassard Hayastan	Mon., Wed., Fri.	25,000	.015
Eritasard Hayastan Publishing Co., Pub.					
	Norw.-Danish	Evangelisten	Wed.	8,000	.045
Evangelisten Pub. Society, Pub.—H. F. Josephson, Ed.					
	Norw.-Danish	Evangelisk Tidende	Th.	5,000	.035
The Methodist Book Concern, Pub.					
	Swedish	Forbundets Veckotidning	Tu.	9,766	.055
Covenant Book Concern, Pub.					
	Russian	Free Russia	D exSun	19,000	.04
Free Russia Pub. Co., Pub.—Gregory Baka, Ed.					
	Slovenian	Glas Svobode	Mon., Wed., Fri.	22,503	.07
Glas Svobode Printing & Pub. Co., Pub.—Martin V. Konda, Ed.					
	Polish	Glos Polek	Th.	23,000	.10
Zwiazek Polek W. Ameryce, Pub. & Ed.					
	Bohemian	Hlasatel	Tu., Fri.	46,000	.12
Denni Hlasatel Printing & Pub. Co., Pub.					
	Bohemian	Hospodarske Listy	S/M.	3,442	.035
Bohemian Benedictine Press, Pub.					
	Croatian	Hrvatski Glasnik	Th.	12,000	.0575
I. F. Lupis-Vukic, Pub. & Ed.					
	Italian	L'Idea	Sat.	7,000	.025
Antonio Ferrari, Pub. & Ed.					
	Italian	L'Italia	Su., Tu., Th., F.	20,000	.035
Italian Pub. Co., Pub.—Oscar Durante, Ed.					
	Jewish	Jewish Call	D/S exSat.	38,950	.10
J. M. Wolfsohn, Pub. & Ed.					
	Jewish	Jewish Courier	D/S exSat.	43,226	.10
M. P. Ginsberg, Pub.—S. M. Melamed, Ed.					
	Jewish	Jewish Daily Forward	D/S ABC	19,500	.10
Forward Association, Pub.					
	Jewish	Jewish Press	D/S exSat.	25,000	.08
A. M. Liebling, Pub. & Ed.					
	Jewish	Jewish Progress	Fri.	15,000	.06
A. M. Liebling, Pub. & Ed.					
	Jewish	Jewish Record	Fri.	32,324	.055
Jewish Record Company, Inc., Pub.					
	Jewish	Jewish Times	Fri.	15,000	.07
Jehiel D. Liebling, Pub. & Ed.					
	Croatian	Jugoslavia	Sat.	10,000	.10
John R. Palandech, Pub. & Ed.					
	Lithuanian	Kardas	M.	15,000	.055
Lithuanian Freethinkers Federation of America, Pub.					
	German	Katholischer Jugendfreund	M.	23,000	.1425
Angel Guardian Orphanage, Pub.—Bruno Buchmann, Ed.					
	German	Katholisches Wochenblatt	Wed.	6,300	.05
Frank X. Brandecker, Pub. & Ed.					
	Bohemian	Katolik	Tu., Fri.	9,681	.06
Bohemian Benedictine Press, Pub.					
	Slovak	Ludovy Dennik	D exSun.	16,500	.05
Ludovy Dennik Pub. Ass'n., Pub.—J. E. Chudatsik, Ed.					
	Swedish	Missions Vannen	Tu.	15,000	.0545
Mission Friend's Publishing Co., Pub.					
	Bohemian	Narod	D/S.	3,369	.04
Bohemian Benedictine Press, Pub.					
	Lithuanian	Naujienos	D exSun.	21,050	.055
Lithuanian News Pub. Co., Pub.—Pius Grigaitis, Ed.					
	Polish	Nedzielny Kuryer Polski	Sun.	30,000	.10
Kuryer Pub. Co., Pub.—N. K. Zlotnicki, Ed					

(Continued on page 230)

"To Every People According to its Language"

A Market of Vast Possibilities For American Business

Right here, within the borders of the United States, there are nearly 30 millions of people that are not being reached by many American advertisers. Yet these people, the 13,712,754 foreign born and their 15,694,539 children, comprise more than one-fourth of our total population.

The possibilities for developing this market for American manufacturers are tremendous. Like all homes on "Main Street" these six million homes are potential buyers of everything modern science and industry produce.

Do you want to sell this market?

The H. L. Winer Special Agency has for many years successfully cooperated with American manufacturers, helping them sell their products through the medium of the American foreign language newspapers.

We furnish dependable marketing data, based on authentic analyses of the entire field. Because of our intimate knowledge of the various racial groups, their customs and habits, we know how to sell them.

Many of the leading American manufacturers are being served through this organization, in cooperation with their advertising agencies. Their continued use of our service year after year is perhaps the most eloquent testimonial of its merit.

H·L·Winer Special Agency

Representatives of Leading American Foreign-Language Newspapers
Tribune Building, 154 Nassau Street, New York

AMERICAN ADVERTISING
TRUTH
"To Every People According to its Language"
LOYALTY STABILITY
H·L·WINER SPECIAL AGENCY
TRIBUNE BUILDING · NEW YORK

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 228)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
CHICAGO—Continued					
	Italian	Nuovo Venuto	Sat.	10,000	.035
Cairoli Gigliotti, Pub. & Ed.					
	Ukrainian	Osa	S/M.	10,000	.05
P. Markevych, Pub. & Ed.					
	Hollandish	Onze Toekomst	Fri.	3,500	.035
Christian Literature Pub. Co., Pub.					
	Hungarian	Otthon	Sun.	9,642	.06
Alexander De Dessewffy, Pub. & Ed.					
	Polish	Polonia	Th.	6,700	.055
Polonia Pub. Co., Pub.—A. F. Bloch, Ed.					
	Bohemian	Pritel Ditek	Th.	5,195	.035
Bohemian Benedictine Press, Pub.					
	Slovenian	Proletarec	Th.	9,120	.035
Jugoslav Workmen's Publishing Co., Pub.					
	Slovenian	Prosveta	D exSun.	11,428	.0715
			Wed.	24,361	.1075
Slovenic National Benefit Society, Pub—Joseph Zavertnik, Ed.					
	Nor.-Dan.	Revyen	Sat.	4,500	.02
Christian Botker, Pub. & Ed.					
	Polish	Robotnik Polski	Sun.	15,750	.08
Polish Peoples Pub. Co., Pub.—Adam Olszewski, Ed.					
	Greek	Saloniki	Sat.	14,916	.07
C. Salopoulos, Pub. & Ed.					
	Swedish	Sandebudet	Tu.	5,000	.035
The Methodist Book Concern, Pub.					
	Nor.-Dan.	Scandia	Sat.	5,000	.04
Scandia Company, Pub.					
	Nor.-Dan.	Skandinaven	Daily	13,654	.05
			Wed., Fri.	26,105	.10
			Sun.	15,000	.07
John Anderson Pub. Co., Pub.—John Benson, Ed.					
	Bohemian	Slavie	Tu., Fri.	22,161	.07
Aug. Geringer, Pub.—V. A. Geringer, Ed.					
	Slovak	Slovensko-Americky Dennik	D exSun.	15,860	.05
Slovak American Pub. Association, Pub.					
	German	Sonntagpost	Sun.	35,085	.18
Abenpost Co., Pub.—Paul F. Mueller, Ed.					
	Bohemian	Sotek	Wed.	7,000	.04
Sotek Pub. Co., Pub.—Frank N. Novak, Ed.					
	Bohemian	Spravednost	D/S.	9,000	.05
Bohemian Socialist Party, Pub.—V. Miniberger, Ed.					
	Swedish	Svenska Amerikanaren	Th., ABC	57,170	.18
Swedish American Printing Co., Pub.					
	Swedish	Svenska Kuriren	Th.	47,276	.12
Alex J. Johnson, Pub. & Ed.					
	Swedish	Svenska Standaret	Tu., ABC	8,292	.055
Swed. Baptist Gen. Conference of America, Pub.—Wald Skoglund, Ed.					
	Swedish	Svenska Tribunen Nyheter	Wed., ABC	50,672	.18
Swedish Publishing Co., Inc., Pub.					
	Bohemian	Svornost	D/S.	28,680	.08
August Geringer, Pub.—V. A. Geringer, Ed.					
	Italian	Tribuna Italiana Trans-Atlantica	Sat.	5,000	.0715
A. M. Valerio, Pub. & Ed.					
	Polish	Tygodnik Zjednoczenia	Wed.	61,248	.14
Polish Roman Catholic Union of America, Pub.—M. Stefanowic, Ed.					
	Ukrainian	Ukraina	Sat.	5,000	.025
Ukrainian Pub. Co., Inc., Pub.					
	Serbian	United Serbian	Tu.	10,000	.10
John R. Palandech, Pub. & Ed.					
	Bohemian	Zajmy Lidu	Mon., Th.	6,000	.05
Bohemian Socialist Party, Pub.—V. Miniberger, Ed.					
	Bohemian	Zenske Listy	Fortn., Th.	3,000	.0375
Zenske Listy Publishing Co., Pub.					
	Polish	Zgoda Tygodniowa	Th.	160,000	.28
Polish National Alliance, Pub.—J. Przyprawa, Ed.					
Cicero	Bohemian	Predmestske Listy	Sat.	4,500	.04
Bohemian Pub. Co., Pub.—Dagobert Novak, Ed.					
Granite City	Bugarian	Naroden Glas	D exSun.	5,785	.08
Naroden Glas Pub. Co., Pub.—Vasil Grammaticoff, Ed.					
Joliet	Slovenian	Amerikanski Slovenec	Tu., Fri.	2,800	.03
The Commonwealth Printing Co., Pub.—E. A. Koehl, Ed.					
Moline	Hollandish (Flemish)	Gazette van Moline	Th.	7,500	.03
Moline Gazette Pub. Co., Pub.—C. L. Coryn, Ed.					
Nashville	German	Illinois Volksblatt	Th.	1,200	.04
H. P. Schmidt, Pub.—F. E. Krumsiek, Ed.					
Ottawa	German	Central Illinois Wochenblatt	Fri.	7,800	.02
J. J. Witte & Son, Pub. & Ed.					
Peoria	German	Sonne	Tu., Fri.	2,300	.0325
Peoria Sonne Pub. Co., Pub.—Geo. J. Kerner, Ed.					
Rock Island	Swedish	Augustana	Th.	18,705	.08
Augustana Book Concern, Pub.—L. G. Abrahamson & C. Kraft, Eds.					
Springfield	German	Illinois Volksblatt	Fri.	5,200	.04
Westlicher Herold Pub. Co., Pub.—B. F. Sexauer, Ed.					
Techny	German	Amerikanisches Familienblatt	M.	13,400	.065
Society of the Divine Word, Pub.					
INDIANA					
Fort Wayne	German	Freie Presse Staats-Zeitung	D exSun.	3,185	.035
Fort Wayne Freie Presse Company, Pub.					
Gary	Italian	Corriere del Popolo-Italo-Americano	Sat.	9,000	.07
Nicolo Acomando, Pub. & Ed.					
	Polish	Glos Ludu	Fri.	7,500	.04
Antony Boerg, Pub. & Ed.					
South Bend	Polish	Goniec Polski	Wed., Sat.	4,788	.03
Goniec Polski Printing Co., Pub.—G. W. J. Kalcyznski, Ed.					
IOWA					
Carroll	German	Demokrat	Fri.	1,000	.02
German Demokrat Printing Association, Pub.—Frank Florencourt, Ed.					
Cedar Falls	Nor.-Dan.	Dannevirke	Wed.	2,775	.02
Martin Holst, Pub. & Ed.					
Cedar Rapids	Bohemian	Iowsky Vestnik	D/S.	1,214	.02
August Geringer, Pub.—V. A. Geringer, Ed.					
	Swedish	Kvinden og Hjemmet	M.	58,961	.30
	Nor.-Dan.	Qvinnan och Hemmet	M.		
N. Fr. Hansen Pub. Co., Pub.—Mrs. Ida Hansen, Ed.					
	Bohemian	Listy	Th.	2,211	.025
Frank Hradecky, Pub. & Ed.					
Council Bluffs	German	Freie Presse	Fri.	7,703	.04
Freie Presse Pub. Co., Pub.—Val. J. Peter, Ed.					
Davenport	German	Iowa Reform	Fri.	3,600	.02
Adolph Petersen, Pub. & Ed.					
Decorah	Nor.-Dan.	Decorah Posten	Tu., Fri., ABC	43,441	.14
The Anundsen Pub. Co., Pub.					
Des Moines	Italian	Tribuna Italiana	Fri.	4,000	.0325
Bart Mollica, Pub. & Ed.					
Harlan	Nor.-Dan.	Vagteren	Tu.	1,379	.015
Danish Baptist General Conference of America, Pub.—J. C. Lunn, Ed.					
Orange City	Holland	Volksvriend	Th.	5,480	.03
H. P. Oggel & Son, Pub. & Ed.					
Pella	Holland	Weekblad	Th.	1,965	.025
Boland & Dieleman, Pub.—John Dylhoff, Ed.					
Sioux Center	Holland	Nieuwsblad	Wed.	1,000	.0175
H. Brendes, Pub. & Ed.					
Sioux City	Swedish	Svenska Monitoren	Fri.	7,500	.035
Swedish Monitor Pub. Co., Pub.—Mrs. Lillian Hampuson, Ed.					
	German	Volksfreund	Th.	1,500	.0175
Oscar A. Hoffman, Pub. & Ed.					
Waverly	German	Phoenix	Wed.	1,838	.0175
Waverly Publishing Co., Pub.					
KANSAS					
Hillsboro	German	Vorwärts	Fri.	5,300	.0435
Mennonite Brethren Pub. House, Pub—J. D. Fast, Ed.					
Lindsborg	Swedish	Posten	Tu.	1,200	.0175
Bethany Printing Co., Pub.—Dr. G. A. Dorf, Ed.					
Newton	German	Herold	Th.	1,550	.015
Herald Publishing Co.					
Pittsburg	Italian	Lavoratore Italiano	3 Times a Mo.	2,000	.0175
Edoardo Caffaro, Pub. & Ed.					
KENTUCKY					
Himlerville	Hungarian	Magyar Banyaszlap	Th.	11,800	.08
Martin Himler, Pub. & Ed.					
Louisville	German	Anzeiger	D/S.	6,617	.04
Louisville Anzeiger Co., Pub.—Geo. F. Moser, Ed.					
LOUISIANA					
Convent	French	Interim	Sat.	350	.015
E. J. Dicharry, Pub. & Ed.					
NEW ORLEANS					
	French	Guepe de la N. Orl.	Sat.	3,800	.035
J. G. De Baroncelli, Pub. & Ed.					
	Italian	Voce Coloniale	Sat.	17,576	.06
Colonial Voice Pub. Co.					
MAINE					
Biddeford	**French**	Justice de Biddeford	Tu., Fri.	2,000	.0225
Justice Pub. Co., Pub.—J. C. Boldue, Ed.					
Lewiston	**French**	Le Messager	Mon., Wed., Fri.	1,520	.025
J. B. Couture, Pub. & Ed.					
MARYLAND					
Baltimore	German	Correspondent	Tu., Fri.	8,860	.08
Boemmel & Heisch, Pub. & Ed.					
	Polish	Jednosc-Polonia	Sat.	8,800	.05
Polish Amer. Pub. Co., Pub.—F. Markiewicz, Ed.					
	Bohemian	Telegraf	Fri.	1,000	.055
Bohemian-American Publishing Co.					
	Bohemian	Baltimorske Listy	Mon., Th.	3,000	.02
August Geringer, Pub.—V. A. Geringer, Ed.					
MASSACHUSETTS					
Boston	Armenian	Baikar	D/S.	5,000	.03
Baikar Publishing Co.					
	Lith.	Darbininkas	Tu., Th., Sat.	6,015	.05
St. Joseph's Lithuanian R. C. Ass'n. of Labor.					
	Albanian	Dielli	Tu., Fri.	2,285	.025
Pan-Albanian Federation "Batra."					
	Italian	Gazette del Mass.	Sat.	14,243	.03
J. V. Donnaruma, Pub. & Ed.					
	Armenian	Hairenik	D/S exMon.	5,000	.04
Armenian Revolutionary Federation, Pub.—R. Tarpinian, Ed.					
	Italian	Il Pungolo	Sat.	9,680	.03
Il Pungolo Publishing Co.					
	Jewish	Jewish American	Fri.	7,928	.07
Jewish Press Pub. Co. of New England, Pub.—S. B. Friedson, Ed.					
	Lithuanian	Keleivis	Wed.	23,940	.07
J. G. Geguzis & Company, Pub.					
	Polish	Kuryer Codzienny	D exSun.	15,600	.10
Kuryer Bostonski Pub. Co., Pub.—B. Kamienski, Ed.					
	Italian	La Notizia	D/S.	22,000	.07
Notizia Pub. Co., Pub.—G. C. Grillo, Ed.					
	Lithuanian	Sandara	Th.	4,649	.04
The Lithuanian National League of America, Pub.—Vincent J. Szliakyse, Ed.					
Chicopee	Polish	Piast	Sat.	4,827	.035
Piast Publishing Co., Inc.					
Fall River	French	L'Independant	D exSun.	2,761	.03
Independent Pub. Co., Pub.—G. De Tonnancour, Ed.					
	Portuguese	Novidades	Th.	4,200	.0425
Novidades Publishing Co., Pub.—John B. Machado, Ed.					
Fitchburg	Finnish	Nykyaika	M.	4,000	.055
Raivaaja Publishing Co., Inc.					
	Finnish	Pohjan Tahti	Tu., Th., Fr., Sat.	1,552	.025
North Star Pub. Co., Inc., Pub.—August Kangas, Ed.					
	Finnish	Raivaaja	D exSun.	7,056	.0425
Raivaaja Publishing Co., Inc.					
Haverhill	French	Le Citoyen	Th.	2,149	.03
Lambert & Co.					
Holyoke	French	La Justice	Th.	3,800	.035
La Justice Pub. Co., Inc., Pub.—Joseph Lusier, Ed.					
	German	New England Rundschau	Th.	6,000	.0546
German-American Printing Co., Pub.—Jacques Wisly, Ed.					
Lawrence	German	Anzeiger and Post	Sat.	4,000	.035
Dick & Trumpold, Pub.—M. E. Trumpold, Ed.					
	French	Courrier de Lawrence	Fri.	2,800	.04
The Wood Press, Inc., Pub.—Herigault H. Pelletier, Ed.					
Lowell	French	Le Clairon	Sat.	2,200	.03
Le Clairon Publishing Co.					
	French	L'Etoile	D/S.	4,450	.035
L'Etoile Publishing Co.					
Lynn	Greek	Demonios	Fri.	5,048	.03
D. G. Pylietis, Pub. & Ed.					
	French	Le Lynnois	Wed.	3,500	.015
Lynnois Publishing Co., Inc.					
	Swedish	Vasastjernan	Mo.	7,125	.0475
New Bedford	Portuguese	Alvorada Diaria	D exSun.	3,000	.03
Guilherme M. Luiz, Pub. & Ed.					
	French	Independant	D exSun.	2,298	.03
Independent Pub. Co., Pub.—J. A. Smith, Ed.					
	Portuguese	O Independente	Th.	2,500	.03
Portuguese Newspaper Co., Pub.—Jose M. Almeida, Ed.					
	Portuguese	O Popular	Th.	3,000	.035
Polycarpo & Vieira-Antonio, Pub.—C. Vieira, Ed.					
Salem	French	Courrier de Salem	Th.	3,750	.025
Courrier Publishing Co.					
Springfield	Italian	Eco della Nuova England	Fri.	3,750	.05
Italia Printing & Publishing Co., Pub.—F. S. Marinaro, Ed.					
Worcester	Lithuanian	Amerikos Lietuvis	Th.	6,000	.025

(*Continued on page* 232)

A DISCRIMINATE sense of value might prompt any business man who retains a Public Accountant to inquire with due propriety as to what he may expect to receive in exchange for the liability which he incurs.

He receives in return only that amount of knowledge, judgment and skill contained in the concept of Accountancy held by the man doing the work.

The good will of my practice has been built up through a personal service of the highest type, gained through experience in the practice of accountancy over a great many years.

As a Tax Consultant, I have specialized in investigations to find the true invested capital of Corporations engaged in the publications of newspapers, and have had remarkable success in obtaining large refunds of taxes overpaid in prior years.

References on Application.

Clifford Yewdall

A.S.A.A. (London, Eng) C.P.A. (Indiana)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 230)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
MASSACHUSETTS—Continued					
Worcester	Lithuanian	Amerikos Lietwis	Th.	6,000	.025
M. Paltanavicia, Pub. & Ed.					
	Finnish	Eteenpain	D/S. exMon.	7,142	.045
Eteenpain Co-operative Society, Pub.					
	French	L'Opinion Publique	D exSun.	5,689	.0325
Belisle Printing & Publishing Co., Pub.—Henri De Vitry, Ed.					
	Swedish	Svea	Wed.	35,947	.14
Svea Pub. Co., Pub.—A. H. Trulson, Ed.					
MICHIGAN					
Bay City	Polish	Sztandar Polski	Th.	3,663	.015
Standard Publishing Co.					
Calumet	Croatian	Hrvatska	Fri.	2,846	.02
Croatian Publishing Co.					
	Finnish	Walvoja	Tu., Th., Sat.	5,600	.0325
Finnish Republican Printing Co., Pub.—Victor M. Burman, Ed.					
Detroit	German	Abend-Post	D/S.	14,000	.09
Abend-Post Publishing Co.					
	Hungarian	Dongó	S/M.	26,246	.12
Dongó Publishing Co., Pub.—George Kemény, Ed.					
	Polish	Dziennik Ludowy	D/S.	11,000	.065
Polish Peoples Publishing Co.					
	Polish	Dziennik Polski	D exSun.	12,166	.06
Polish American Publishing Co., Pub.—J. Karasiewicz, Ed.					
	French	Francais Pour Tous	M.	5,200	.18
French Publishing Co., Pub.—George O. Lory, Ed.					
	Holland (Flem'h)	Gazette van Detroit	Fri.	4,000	.035
Belgian Press.					
	Polish	Glos Robotniczy	D exSun.	15,250	.04
Executive Committee Polish Section Socialist Party, Pub.—W. Dmowski, Ed.					
	Hungarian	Magyar Hirlap	Tu., Fri.	18,687	.055
Anton Feder, Pub.—B. M. Mark, Ed.					
	Polish	Ognisko Domowe	Fri.	12,764	.03
Ognisko Domowe Publishing Co., Pub.—F. S. Barc, Ed.					
	Polish	Rekord Codzienny	D exSun. A.B.C.	21,003	.11
	Polish	Rekord Niedzielny	Sun.	22,586	.11
Polonia Publishing Co.					
	Italian	Tribuna Italiana d'America	Fri.	2,800	.04
Italian Tribune of America Publishing Co., Pub.—V. Giuliano, Ed.					
	Hungarian	Verhovayak Lapja	Mo.	25,750	.12
Verhovay Aid Ass'n., Pub.—Dr. F. Marthy, Ed.					
	Italian	Voce del Popolo	Fri.	4,000	.065
Italian Publishing Co.					
Grand Rapids	Hollandish	Christian Journal	Sat.	2,800	.02
Christian Journal Publishing Co., Pub.—Prof H. J. G. Van Andel, Ed.					
	Hollandish	Heidenwereld	Mo.	4,700	.0835
Heidenwereld Publishing Co.					
	Hollandish	Huisvriend	Mo.	12,646	.10
H. H. D. Langereis, Pub.—Rev. R. L. Haan, Ed.					
	Hollandish	Standard-Bulletin	Sat.	4,000	.025
Christian Journal Publishing Co., Pub.—Prof. H. J. G. Van Andel, Ed.					
	Hollandish	Wachter	Wed.	8,600	.05
Publication Committee of Christ Reformed Church, Pub.—L. Berkof, Ed.					
Hancock	Finnish	Amerikan Suometar	Tu., Th., Sat.	6,500	.0325
Finnish Lutheran Book Concern.					
	Finnish	Aura	Mo.	1,200	.0325
Finnish Lutheran Book Concern.					
	Finnish	Nuorten Ystava	Mo.	2,500	.0325
Finnish Lutheran Book Concern, Pub.—Rev. H. Hillila, Ed.					
Holland	Hollandish	Grondwet	Tu.	6,000	.045
De Grondwet Print House, Pub.—J. B. Mulder, Ed.					
Ironwood	Finnish	Auttaja	Th.	2,100	.035
Finnish Evan. Lutheran National Church of America, Pub.—Rev. Arne Wasunta, Ed.					
Jackson	German	Mich. Volksfreund	Th.	2,000	.025
Rudolph Worch, Pub. & Ed.					
Kalamazoo	Hollandish	Hollandsche Amerikaan	Tu., Fri.	6.100	.035
Dalm Printing Co., Pub.—J. J. Dalm, Ed.					
	Hollandish	Teekenen der Tijden	Th.	2,000	.02
J. Van Boven, Pub. & Ed.					
Laurium	Italian	Minatore Italiano	Sun., Wed., Fri.	1,500	.025
A. C. Marinelli, Pub. & Ed.					
Saginaw	German	Journal	Sat.	3,500	.025
Valentin S. Boos, Pub. & Ed.					
MINNESOTA					
Duluth	Finnish	Industrialisti	D/S.	8,450	.06
Workers Socialist Publishing Co., Pub.—Paul Miller, Ed.					
	Finnish	Päivälehti	D/S.	4,950	.045
Finnish Daily Publishing Co., Pub.—A. Lundqvist, Ed.					
	Finnish	Siirtolainen	Wed.	6,000	.045
Finnish Daily Publishing Co.					
	Nor. Dan.	Skandinav	Fri.	4,200	.02
Fuhr Publishing & Printing Co., Pub.—J. J. Fuhr, Ed.					
	Swedish	Twin Ports Ed. of Svenska Amerikanska Posten	Fri.	8,600	.055
Magnus Martinson, Pub. & Ed.					
Fergus Falls	Nor. Dan.	Ugeblad	Wed.	2,175	.015
Ugeblad Publishing Co., Pub.—N. T. Moen, Ed.					
Minneapolis	French	L'Eco de L'Ouest	Fri.	5,000	.035
A. H. Demeules, Pub. & Ed.					
	Nor. Dan.	Familiens Magazin	Mo.	12,500	.10
K. C. Holter Publishing Co.					
	Nor. Dan.	Folkebladet	Wed.	5,000	.02
Folkebladet Publishing Co.					
	Nor. Dan.	Folkets Avis	Fri.	5,000	.03
C. Rasmussen Co.					
	Nor. Dan.	Folkets Rost	Sat.	5,634	.025
E. L. Mengshoel, Pub. & Ed.					
	German	Freie Presse-Herold	Fri.	10,200	.04
Westlicher Herald Publishing Co., Pub.—Emil Leicht, Ed.					
	German	Hermanns Sohn	Mo.	4,400	.025
Grand Lodge of the Order of Sons of Herman, Pub.					
	Nor. Dan.	Lutheraneren	Wed.	21,818	.12
Augsburg Publishing House, Pub.—Rev. R. Malmin & Rev. Peder Hangjerd, Eds.					
	Swedish	Svenska Amerikanska Posten	Wed.	54,812	.18
Magnus Martinson, Pub. & Ed.					
	Swedish	Svenska Folkets Tidning	Wed.	29,899	.09
Swedish Printing Co., Pub.—Andrew G. Johnson, Ed.					
	Swedish	Svenska Roman-Bladet	Sat.	8,000	.03
Carl L. Oleson, Pub.					
	Nor. Dan.	Tidende	D/S. exSat	5,287	.05
T. Gulbrandsen Publishing Co., Pub.—S. Sorensen, Ed.					
	Nor. Dan.	Tidende	Th.	18,000	.09
T. Gulbrandsen Publishing Co., Pub.—S. Sorensen, Ed.					
	Nor. Dan.	Ugebladet	Th.	9,500	.035
C. Rasmussen Co.					
	Swedish	Veckobladet	Tu.	7,000	.06
Minneapolis Veckoblad Publishing Co., Pub.—Erik Dahlheim, Ed.					
New Ulm	German	Amerikanische Turnzeitung	Sun.	1,700	.015
Turner Publishing Co.					
New Ulm	German	Dakota Freie Presse	Tu.	15,212	.055
Freie Presse Printing Co.					
	German	New Ulm Post	Fri.	1,650	.0225
Albert Steinhauser, Pub. & Ed.					
New York Mills	Finnish	Uusi Kotimaa	Tu., Fri.	8,112	.035
People's Voice Publishing Co., Inc., Pub.—Toivo Hiltunen, Ed.					
St. Cloud	German	Nordstern	Th.	3,600	.0225
North Star Printing & Publishing Co.					
St. Paul	German	Deutsche Farmer	S/Mo.	42,183	.15
Volkszeitung Printing & Publishing Co., Inc., Pub.—George F. C. Paul, Ed.					
	German	Minnehaha	Tu., Fri.	13,000	.07
Volkszeitung Printing & Publishing Co., Inc., Pub.—C. H. Bergmeier, Ed.					
	Swedish	Minnesota Stats Tidning	Wed.	8,200	.0475
Minnesota Stats Tidning, Inc.					
	Polish	Nowiny Minnesockie	Fri.	1,040	.04
Minnesota Polish Publishing Co., Inc.					
	Nor.-Dan.	Tidende	Fri.	4,800	.0325
C. Rasmussen Co.					
	German	Volkszeitung	D exSun.	16,918	.065
Volkszeitung Printing & Publishing Co., Inc., Pub.—C. H. Bergmeier, Ed.					
	German	Wanderer	Th.	8,340	.045
Wanderer Printing Co., Pub.—Joseph Matt, Ed.					
Winona	German	National Farmer	S/Mo.	48,575	.15
Westlicher Herold Publishing Co., Pub.—Emil Leicht, Ed.					
	German	Western	Fri.	28,200	.10
Westlicher Herold Publishing Co., Pub.—Emil Leicht, Ed.					
	German	Westlicher Herold	Tu.	78,179	.20
Westlicher Herold Publishing Co., Pub.—Emil Leicht, Ed.					
MISSOURI					
Hermann	German	Volksblatt	Fri.	750	.025
Graf Printing Co., Pub.—Theo. Graf, Ed.					
Kansas City	German	Presse	Sun., Tu., Fri.	18,647	.10
Presse Publishing Co., Pub.—Val J. Peter, Ed.					
	Italian	La Stampa	Fri.	5,000	.065
La Stampa Publishing Co., Pub.—Alfred C. Pini, Ed.					
St. Louis	German	Abendschule	Fortn'tly (Th.)	31,920	.25
Louis Lange Publishing Co.					
	German	Amerika	D/S.	24,956	.09
Amerika Publishing Co., Pub.—J. Otto Pfeiffer, Ed.					
	German	Amerika and Herold des Glaubens	Tu., Fri.	35,000	.15
German Literary Society of St. Louis.					
	Bohemian	Ceska Zena	S/Mo.	17,986	.07
Bohemian Literary Society.					
	German	Friedensbote	Sun.	20,800	.1075
Eden Publishing House, Pub.—Rev. Wm. Th. Jungk, D. D., Ed.					
	Bohemian	Hlas	Tu., Fri.	18,432	.10
Bohemian Literary Society, Pub.—Hynek Dostal, Ed.					
	Jewish	Jewish Record	Fri.	12,000	.08
Sol. Goldman, Pub. & Ed.					
	Bohemian	Listy	Sat.	7,800	.08
Louis, Novak, Pub. & Ed.					
	German	Mississippi Blatter	Sun.	20,249	.12
Westliche Post Publishing Co., Inc.					
	Italian	Il Pensiero	Sat.	14,500	.08
Italian Publishing Co., Inc., Pub.—Cesare Avigni, Ed.					
	Polish	Przewodnik Polski	Th.	5,700	.04
Polish Publishing Co.					
	Hungarian	St. Louis és Vidéke	Fri.	6,000	.05
Hungarian Publishing Co., Pub.—C. Kaldor, Ed.					
	German	Westliche Post	D/S.	20,556	.09
Westliche Post Publishing Co., Inc., Pub.—Hans Hackel, Ed.					
NEBRASKA					
Blair	Nor.-Dan.	Luthersk Ugeblad	Wed.	3,120	.03
Danish Lutheran Publishing House.					
Clarkson	Bohemian	Domaci Nowiny and Ozvena Zapadu	Tu.	5,800	.025
Odvarka Bros., Pub. & Ed.					
Lincoln	German	Deutsch-Amerikan Farmer	Wed.	95,276	.35
Press Publishing Co., Inc.					
	German	Freie Presse	Wed.	99,384	.35
Press Publishing Co., Inc.					
Norfolk	German	Westliche Rundschau	Th.	3,400	.0225
Rundschau Publishing Co., Pub.—W. M. Ahlman, Ed.					
Omaha	Bohemian	Bratrsky Vestnik	Mo.	20,500	.1075
Stanislav Serpan, Pub. & Ed.					
	Nor.-Dan.	Den Danske Pioneer	Th.	28,638	.08
Sophus F. Neble Publishing Co.					
	Polish	Gwiazda Zachodu	Fri.	12,867	.05
Gwiazda Zachodu Publishing Co., Pub.—Thos. Koziol, Ed.					
	Bohemian	Hospodar	S/Mo.	28,876	.15
National Zachodu Publishing Co., Inc., Pub.—Jos. Brezacek, Ed.					
	Swedish	Omaha Posten	Th.	15,000	.05
Omaha-Posten Publishing Co., Pub.—O. M. Nelson, Ed.					
	Italian	Stampa di Omaha	Fri.	2,000	.06
Stampa Pub. Co.					
	German	Tribune	D/S.	21,387	.05
Tribune Publishing Co., Pub.—Val. J. Peter, Ed.					
NEVADA					
Reno	Italian	Bollettino del Nevada	Sat.	1,500	.05
John Granata & Co., Pub.—John Granata, Ed.					
NEW HAMPSHIRE					
Manchester	French	L'Avenir National	D exSun. A.B.C.	4,039	.05
L'Avenir National Publishing Co., Pub.—J. E. Bernier, Ed.					
Nashua	French	L'Impartial	Tu., Th., Sat.	2,565	.05
L. A. Biron, Pub. & Ed.					
NEW JERSEY					
Bayonne	Polish	Nowiny	Sat.	9,000	.05
Nowiny Publishing Co., Inc.					
Carlstadt	German	Freie Presse	Sat.	400	.025
August Moench, Pub. & Ed.					
Elizabeth	Polish	Glos Polski	Fri.	2,000	.0375
J. Aserko & J. J. Turek, Pubs. & Eds.					
Jersey City	Polish	Glos Narodu	Th.	14,780	.055
Peter S. Prazmowski, Pub. & Ed.					
	Jewish	Hudson Jewish News	Fri.	8,000	.05
I. Unterman, Pub. & Ed.					
	Ukrainian	Svoboda	D/S.	18,000	.06
Ukrainian National Ass'n., Inc., Pub.—Emil Reviewk, Ed.					
Newark	Polish	Kronika	Fri.	12,355	.04
Kronika Publishing Co., Inc., Pub.—Frank Kempczynski, Ed.					
	Jewish	Morgensteren	Fri.	7,000	.07
I. Unterman, Pub. & Ed.					
	German	N. J. Freie Zeitung	D/S.	8,400	.055
Washington Publishing Co., Pub.—Wm. Von Katzler, Ed.					
	Italian	La Tribuna	Sat.	6,500	.05
Tribune Publishing Corp., Pub.—Olindo Marzulli, Ed.					
New Brunswick	Hungarian	Magyar Hirnök	Th.	3,400	.05
Herald Press, Pub.—Adalbert Nikelszky, Ed.					
	Hungarian	Magyar Ujság	Th.	3,000	.0475
Lad. Mathé, Pub. & Ed.					
Passaic	Slovak	Katolicky Sokol	Th.	6,000	.045
Roman and Greek Catholic Slovak Gymn. Union Sokol, Pub.—Gustav Kosik, Ed.					
	Hungarian	Szabad Sajtó	Sat.	2,800	.05
Herman Virág, Pub. & Ed.					
	German	Wochenblatt	Sat.	2,000	.05
Mrs. Maria E. Lindenstruth, Pub. & Ed.					

(Continued on page 234)

THE NEW ENGLAND MARKET

Distinctly a Region by Itself and the Upper Corner Stone of These United States

These six busy states as a group lead the country in many lines and a wise advertiser or manufacturer will advertise a path to their door.

Total Population	**7,400,909**	**Males**	**3,672,591**
Native White	**5,445,425**	**Females**	**3,728,318**
Foreign White	**1,870,654**	**Number of Families**	**1,703,812**
Colored	**79,051**	**Number of Dwellings**	**1,255,964**

New England has maintained her industrial supremacy and her growth compares favorably with that of the entire country.

Number of Plants	**25,519**	**Value of Product**	**$7,188,636,000**
Capital Invested	**$5,781,679,000**	**Persons Engaged**	**1,535,974**
Cost of Materials	**$3,954,029,000**	**Salaries and Wages**	**$1,835,368,000**

People are wont to speak of New England as a manufacturing community—which is true—the product of its mills and looms and factories amounting to an enormous figure.

Probably there is no other section or territory where there are so many buyers for such a wide variety of merchandise or where a well spent newspaper advertising appropriation is assured richer returns.

These Papers Introduce You To The Right People—Use Them.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun (E)	5,344	.0275	.0175
†Boston Globe (M&E)	282,437	.45	.45
†Boston Globe (S)	322,418	.55	.55
**Fall River Herald (E)	14,620	.045	.045
**Fitchburg Sentinel (E)	11,191	.055	.045
**Haverhill Gazette (E)	15,500	.055	.04
**Lynn Item (E)	16,498	.06	.045
††Lowell Courier-Citizen and Evening Leader (M&E)	21,696	.06	.06
**New Bedford Standard-Mercury (M&E)	32,425	.08	.08
*New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript (E)	9,334	.0375	.03
††Pittsfield Eagle (E)	16,007	.04	.035
††Salem News (E)	20,702	.09	.07
Taunton Gazette (E)	8,263	.04	.03
**Worcester Telegram-Gazette (M&E)	80,506	.24	.21
**Worcester Sunday Telegram (S)	46,539	.18	.15

MAINE—Population, 768,014

	Circulation	2,500 lines	10,000 lines
††Bangor Daily Commercial (E)	14,448	.05	.04
**Portland Press Herald (M&S)	32,473	.08	.06
**Portland Express (E)	28,400	.10	.07
**Portland Telegram (S) (Sunday Edition Express)	28,734	.10	.07
††Waterville Sentinel (M)	5,886	.035	.025

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patriot (E)	5,178	.0375	.025
††Keene Sentinel (E)	3,422	.03	.024
**Manchester Union Leader (M&E)	23,377	.10	.07

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
††Newport Daily News (E)	6,530	.0336	.0293
Pawtucket Times (E)	25,076	.10	.07
†Providence Bulletin (E)	61,238	.15	(A).215
**Providence Journal (M)	35,129	.09	(A).215
**Providence Journal (S)	58,167	.14	.14
††Providence Tribune (E)	22,848	.10	.09
**Westerly Sun (E&S)	4,601	.025	.025
**Woonsocket Call (E)	13,553	.04	.04

(A) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

	Circulation	2,500 lines	10,000 lines
**Barre Times (E)	6,719	.03	.025
††Bennington Banner (E)	3,051	.0125	.0125
**Burlington Free Press (M)	12,230	.05	.05
**Rutland Herald (M)	10,245	.04	.04
††St. Johnsbury Caledonian-Record (E)	3,810	.0214	.015

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post (S)	19,926	.09	.09
**Hartford Courant (D)	33,157	.08	.08
**Hartford Courant (S)	50,135	.11	.11
††Hartford Times (E)	45,125	.12	.12
**Meriden Record (M)	7,255	.045	.025
†Middletown Press (E)	7,897	.03	.025
††New Haven Register (E&S)	37,063	.11	.10
**New London Day (E)	11,359	.06	.045
††Norwich Bulletin (M)	12,248	.07	.05
**Norwalk Hour (E)	5,300	.03	.03
**Stamford Advocate (E)	8,627	.0375	.03
**Waterbury Republican American (ME)	22,357	.08	.07
**Waterbury Republican (S)	15,298	.06	.05

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.

If you, as an advertising agent

had instructions from your client to place his advertising in such newspapers as would cover all the cities in the state of New York with populations of 100,000 or over, you would use the leading paper in Syracuse, wouldn't you?

Suppose your space buyer would overlook

this important city and your contracts were issued in such a way that no additional appropriation would be available—wouldn't you feel that a serious mistake had occurred?

And yet not realizing it

You are daily passing by a city of 161,310 people right here in New York. Within the great city of New York there is a city of Poles which you have not given a thought to perhaps and which you should consider just as much as you would a city like Syracuse.

Within this coveted market

there is the Polish market—a different market—unapproachable in the ordinary way and yet within your grasp. Rich, because it is virgin. Responsive, because it is curious about the new things which it is surrounded with. It is ready to be educated.

Only ten cents a line

is the cost of delivering your message to this city of Polish people in their language through their newspaper. Tell the Polish housewife *what* your product is and *what for* it is, then when she sees it displayed on the retailer's shelves she'll take it. Otherwise the sight of the package is "FOREIGN" TO HER. She'll pass it by—she lived so many years without it, anyway.

If you believe in advertising

send us your request for a complete presentation of the merits of the Polish market and the medium for reaching it.

Nowy Swiat

THE POLISH MORNING WORLD

24 Union Square Member A. B. C. New York

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 232)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
NEW JERSEY—Continued					
Paterson	Italian	Il Messaggero	Sat.	5,800	.0225
Nicola Parrillo, Pub. & Ed.					
	Hollandish	Het Oosten	Fri.	2,000	.0125
Lont & Overkamp Publishing Co., Inc.					
Trenton	Hungarian	Függetlenség	Th.	1,600	.0225
Alexander Zambory, Pub. & Ed.					
	Italian	Italo-Americano	Sat.	2,000	.025
Italo-Americano Publishing Co., Pub.—Attilio Perilli, Ed.					
	German	N. J. Staats-Journal	Sat.	2,100	.025
Wm. Zenzer, Pub. & Ed.					
	Polish	Nowiny Trentonskie	Sun.	2,000	.005
Andrew F. Czopek, Pub. & Ed.					
	Italian	Il Secolo XX	Th.	3,000	.025
20th Century Publishing Co.					
NEW MEXICO					
Albuquerque	Spanish	Bandera Americana	Fri.	1,200	.0175
Bandera Americana Publishing Co., Pub.—F. M. Chacon, Ed.					
Belen	Spanish	Hispano Americano	Sat.	600	.015
Arthur E. Flores, Pub. & Ed.					
East Las Vegas	Spanish	Voz del Pueblo	Sat.	2,500	.025
Martinez Publishing Co., Pub.—Jose Mena Costello, Ed.					
Las Cruces	Spanish	La Estrella	Sat.	1,200	.0225
Guillermo P. Lapoint, Pub. & Ed.					
Las Vegas	Spanish	El Independiente	Th.	2,300	.02
Independiente Publishing Co., Pub.—F. M. Chacon, Ed.					
Mountairair	Spanish	El Independiente	Sat.	600	.0175
Mountainair Printing Co., Pub.—P. A. Speckman, Ed.					
Santa Fe	Spanish	Nuevo Mexicano	Th.	3,000	.025
Santa Fe New Mexican Publishing Corp., Inc., Pub.—E. Dana Johnson, Ed.					
Socorro	Spanish	Defensor del Pueblo	Fri.	900	.015
A. C. Torres, Pub. & Ed.					
Taos	Spanish	Boletin Popular	Wed.	1,465	.025
El Boletin Popular Publishing Co., Pub.—E. D. Armijo, Ed.					
		Revista de Taos	Fri.	1,600	.0225
Taos Printing & Publishing Co., Pub.—Isidoro Armijo, Ed.					
Tierra Amarilla	Spanish	Nuevo Estado	Mon.	2,300	.0175
El Nuevo Estado Publishing Co., Pub.—E. M. Valdez, Ed.					
NEW YORK					
Albany	Italian	La Capitale	Sat.	4,000	.025
G. Farinacci, Pub. & Ed.					
	Italian	Gazzetta di Albany	Fri.	5,000	.025
Guido Marsala, Pub. & Ed.					
Brooklyn	Arabic	Al-Bayan	Tu., Th., Sat.	5,000	.0475
S. Baddour, Pub. & Ed.					
	Jewish	Brooklyn-Brownsville Post	Fri.	11,000	.055
Brownsville Publishing Co., Inc.					
	Polish	Czas	Fri.	7,800	.035
Czas Publishing Ass'n., Pub.—Czeslaw Kozlowski, Ed.					
	Arabic	Eagle	D/S.	2,500	.035
N. G. Badran, Pub. & Ed.					
	Swedish	Finska Amerikanaren	Th.	5,875	.0515
N. Y. Finnish Publishing & Printing Co., Pub.—E. J. Antell, Ed.					
	Lithuanian	Garsas	Th.	21,500	.05
Lithuanian Roman Catholic Alliance of America.					
	Lithuanian	Laisve	D exSun.	8,445	.05
Lithuanian Co-operative Publishing Society, Inc., Pub.—V. Paukstys, Ed.					
	Finnish	New Yorkin Uutiset	Tu., Th., Sat.	7,877	.0325
Finnish Newspaper Co., Inc.					
	Nor.-Dan.	Nordisk Tidende	Th.	12,800	.0025
Norwegian News Co., Inc., Pub.—A. N. Rygg, Ed.					
	Lithuanian	Vienybe	Tu., Fri.	11,500	.035
Lithuanian Vienybe Publishing Co.					
Buffalo	German	Aurora und Christliche Woche	Fri.	9,500	.0225
Catholic Orphan Asylum, Pub.—F. Schifferli, Ed.					
	Italian	Corriere Italiano	Sat.	3,700	.04
Corriere Italiano Publishing Co., Pub.—Joseph J. Lunghino, Ed.					
	Polish	Dziennik dla Wszystkich	D/S.	21,313	.09
Everybody's Daily Publishing Co., Inc., Pub.—M. Nesterowicz, Ed.					
	Polish	Telegram	D/S.	15,873	.06
Buffalo Telegram, Inv., Pub.—M. Haiman, Ed.					
	Polish	Unista	Wed.	18,000	.04
Charles J. Urban, Pub. & Ed.					
	German	Volksfreund	D exSun.	8,200	.05
Buffalo Volksfreund Printing Co., Inc.					
Dunkirk	Italian	Risveglio	Sat.	3,000	.04
Il Risveglio Publishing Co., Pub.—Joseph B. Zavarella, Ed.					
Jamestown	Swedish	Skandia	Th.	5,577	.035
Liberty Printing Co., Inc., Pub.—C. E. Lindstone, Ed.					
	Swedish	Vart Land	Th.	2,300	.0175
Vart Land Co., Pub.—Samuel A. Carlson, Ed.					
Lockport	German	Wochenblatt	Th.	1,652	.0175
Rochester German Publishing Co.					
Mt. Vernon	Italian	Cronaca Illustrata	Th.	2,900	.02
Cronaca Illustrata del Westchester Co. Inc.					
New York City	Arabic	Al-Hoda	D/S.	5,000	.07
Naoum A. Mokarzel, Pub. & Ed.					
	Hungarian	Amerikai Magyar Népszava	D/S.	35,865	.12
B. D. G. Co., Inc., Pub.—Géza D. Berko, Ed.					
	Hungarian	Amerikai Magyarság	Th.	1,629	.05
Frank Bokor, Pub.—Lorand Simay, Ed.					
	Hungarian	Amerikai Magyar Ujsag	D/S.	7,150	.06
American Hungarian Daily Pub. Co.					
	Jewish	Amerikaner	Fri.	17,349	.10
Jewish Press Pub. Co., Pub.—Peter Wiernik, Ed.					
	German	Amerikanische Schweizer Zeitung	Th	5,500	.07
Swiss Pub. Co. of N. Y.					
	Esthonian	Amerika Teekaija	M.	1,000	.11
Esthonian Gospel So., Pub.—Andres Teterman, Ed.					
	Swedish	Arbetaren	Th.	7,500	.0015
Scandinavian Socialist Labor Federation.					
	Arabic	Ash-Shaab	D exSun.	2,000	.033
Joseph M. Khoury, Pub. & Ed.					
	Arabic	As-Sayeh	Mon., Th.	2,500	.042
A. A. Haddad, Pub. & Ed.					
	Greek	Atlantis	D/S.	33,784	.08
Atlantis, Inc.					
	Greek	Atlantis	M.	25,000	.25
Atlantis, Inc.					
	Jewish	Big Stick	Fri.	33,992	.10
Jacob Marinoff, Pub. & Ed.					
	Greek	Campana	Fort., Sat.	6,500	.07
Leonidas N. Stellakis, Pub. & Ed.					
	Chinese	Chinese Reform News	Wed.	5,275	.08
Chinese Reform News Pub. Co., Pub.—Kung Y. Sang, Ed.					
	Chinese	Chinese Republic News	Sat.	5,500	.1075
Chinese Rep. News Pub. Co.					
	Italian	Corriere d'America	D/S.	60,000	.17
Tiber Pub. Co., Pub.—Luigi Barzini, Ed.					
	Italian	Corriere della Domenica	Sun.	15,000	.0575
Association of the Italian Clergy of North America, Inc.					
	French	Courrier des Etats Unis	Daily	7,952	.0215
			Sun.	12,760	.09
H. P. Sampers Co., Pub. & Ed.					
	Jewish	The Day	D/S ABC	67,256	.23
American-Jewish Pub. Corp., Pub.—William Edlin, Ed.					

(Continued on page 236)

The Most Effective Advertising Medium In the Jewish Field—

The Jewish Daily Forward

Possessing a reader faith resulting in consumer responsiveness which has no parallel in any other field.

The most vital force in the Jewish community—its influence is as far reaching as its position is dominant.

The Forward is first in the minds of the vast Yiddish reading population. It is read by a greater number of intelligent, progressive and well-to-do Jews than the total reader constituency of nine other Jewish dailies published in this country.

The Forward, because of its result-producing power, concentrates in itself the greatest number of local and national advertisers, many of which are using the Forward to the exclusion of other media.

3c daily and 5c on Sunday, with a special Graphic Sunday section—its circulation is now substantially beyond 200,000.

Jewish Daily Forward

The Gateway to the Jewish Market

Eastern Plant:
NEW YORK: 175 East Broadway

Western Plant:
CHICAGO: 1128 Blue Island Ave.

The Day

THIS WARTIME

The National Jewish Daily

The most potent influence in the life of the Jew.

The most effective medium to reach the Jewish community direct.

Read by every member of the family.

Lord & Thomas say that in a campaign during the early part of December, 1923, *conducted by the Cellucotton Products Company, THE DAY, the only foreign language publication used in this campaign, brought greater practical returns on a basis of cost than any of the other daily mediums used in Greater New York.*

A Merchandising Service Department that renders genuine service is at the disposal of National Advertisers.

Every form of investigation is cheerfully undertaken, and authentic information made available.

For the Women a special page—For the Youth an English section.

The Day

The National Jewish Daily

NEW YORK CITY

MEMBER A. B. C.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 234)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
NEW YORK—Continued					
	Carpatho-Russian.	Den	D/S.	17,310	.08
Orient Pub. Co., Inc., Pub.—M. J. Hanchin, Ed.					
	Slovak	Dennik, New Yorksky	D/S., ...Mo.	9,000	.12
Slovak Newspaper & Book Co., Inc., Pub.—Michael Kovacik, Ed.					
	German	Deutsch-Amerika	Sat.	25,000	.25
Staats-Herold Corp.					
	Italian	Domenica Illustrata	Sat.	13,000	.12
La Donenica Illustrata Pub. Co., Inc. Pub.—Romeo Ronconi and Ugo D'Annunzio, Ed.					
	Italian	L'Eco D'Italia	Th.	6,000	.06
Carlo Calvosa, Pub. & Ed.					
	Hungarian	Elöre	D/S.	10,900	.12
American Hungarian Workingmen's Federation, Pub.—Ladislaus Eber, Ed.					
	Italian	La Follia di N. Y.	Sun.	25,000	.30
Marziale Sisca Publ., Pub.—Luigi Roversi, Ed.					
	Jewish	Freie Arbeiter Stimme	Fri.	7,000	.07
Free Voice of Labor Assn.					
	Jewish	Freiheit	D exSun.	42,410	.15
Freiheit Pub. Assn., Inc.					
	Jewish	Gerechtigkeit	Fri.	42,360	.12
International Ladies' Garment Workers' Union, Pub.—S. Yanovsky, Ed.					
	Italian	Giustizia	Sat.	17,750	.09
Internati. Ladies' Garment Workers' Union, Pub.—R. Rende, Ed.					
	Slovenian	Glas Naroda	D exSun.	10,350	.075
Slovenic Pub. Co., Pub.—Janez Tercek, Ed.					
	Carpatho-Russian.	Golos Rusi	Wed.	1,600	.025
Carpatho-Russian Pub. Assn., Pub.—W. S. Cherniak, Ed.					
	Armenian	Gotchnag	Sat.	2,500	.035
Gotchnag Pub. Co., Inc.					
	German	Herold	D.	42,434	.21
Staats-Herold Corp., Inc., Pub.—Herman Alexander, Ed.					
	Croatian	Hrvatski List and Danica Hrvatska	Tu., Th., Sat.	8,000	.06
Hrvatski Pub. Co., Inc., Pub.—John Kresic, Ed.					
	Japanese	Japanese Times	(Wky. Ed.), Sat.	5,000	.10
S. Midzatani, Pub. & Ed.					
	Japanese	Japanese Times	(S/W. Ed.), Wed., Sat.	2,000	.04
S. Midzatani, Pub. & Ed.					
	Jewish	Jewish Daily Forward and Eastern Editions	D/S. ABC	110,227	.30
Forward Ass'n, Pub.—Abraham Cahn, Ed.					
	Jewish	Jewish Daily News	D/S. exSat	59,111	.10
Sarasohn & Son, Pub.—G. Bublik, Ed.					
	Jewish	Jewish Farmer	M.	11,500	.125
Jewish Agricultural & Industrial Aid Society, Pub.—Benjamin C. Stone, Ed.					
	Jewish	Jewish Gazette	Fri.	18,000	.12
Sarasohn & Son, Pub.—G. Bublik, Ed.					
	Jewish	Jewish Morning Journal	D/S exSat., ABC	74,349	.23
Jewish Press Pub. Co., Pub.—Peter Wiernik, Ed.					
	Jewish	Jewish Woman's Home Journal	M.	10,000	.20
Jewish Almanac Pub. Corp.					
	Croatian	Jugoslovenski Svijet	D/S exMon.	4,637	.04
Southern Slav News Co., Inc., Pub.—Miles Petrak, Ed.					
	Polish	Kuryer Newyorski	D/S.	4,000	.08
Polish Illustrated New York Courier, Inc., Pub.—W. Wusza, Ed.					
	Polish	Kuryer Narodowy	D/S.	6,000	.06
Varsovia Pub. Co., Inc.—Wladyslaw Wusza, Ed.					
	Bohemian	New Yorske Listy	D/S.	11,750	.06
New York Listy Pub. Co., Inc., Pub.—John Krobost, Ed.					
	Jewish	La Luz	Sun.	9,355	.07
Sephardic Pub. Co., Pub.—Simon S. Nessim, Ed.					
	Jewish	Mediator	Fri.	6,734	.13
Mediator Pub. Co, Pub.—Morse M. Frankel, Ed.					
	Arabic	Meraat-ul-Gharb	D exSun.	4,000	.0075
Najeeb M. Diab, Pub. & Ed.					
	Greek	National Herald	D/S	32,663	.08
	Greek	National Herald	M.	27,000	.3375
Enossis Pub. Co., Inc., Pub.—Nicholas G. Sakellarios, Ed.					
	Bohemian	Nedelni Listy	Sun.	12,500	.06
New Yorske Listy Pub. Co., Inc., Pub.—John Krobost, Ed.					
	Nor. Dan.	Nordlyset	Th.	5,778	.07
Opffer Pub. Co., Pub.—Emil Opffer, Ed.					
	Swedish	Nordstjernan	Fri.	11,778	.12
Nordstjerman Pub. Co.					
	Russian	Novove Russkoye Slovo	D/S.	10,000	.12
Victor Shimkin, Pub.—Ivan Okuntsoff, Ed.					
	Polish	Nowy Swiat	D/S., ABC	17,139	.10
Nowy Swiat Pub. Co., Inc.					
	Russian	Nowy Mir	D exSun.	10,000	.10
Nowy Mir Pub. Co.					
	Spanish	Nueva Democracia	M.	1,853	.1425
Committe on Co-operation in Latin-America, Pub.—Juan Orts Gonzalez, Ed.					
	Italian	Il Popolo, Bollettino della Sera	D/S.	76,517	.15
Bollettino della Sera, Pub.—Vincenzo Giordano, Ed.					
	Spanish	La Prensa	D/S., ABC	8,343	.10
La Prensa Pub. Co. of N. Y., Inc.					
	Italian	Il Progresso Italo-Americano	D/S. ABC	87,648	.22
Carlo Barsotti, Pub & Ed.					
	Russian	Russky Golos	D/S.	9,445	.07
Russky Golos Pub. Corp.					
	German	Sonntagsblatt Staats-Herold	Sun.	95,801	.41
Staats-Herold Corp., Inc., Pub.—Jacob Grammer, Ed.					
	Serbian	Srpski Dnevnik	D exSun.	2,800	.06
Bozo Rankovich, Pub & Ed.					
	Serbian	Srpska Straza	Th.	10,000	.03
Serbian Sentinel Pub. Co.					
	Slovak	Slovak V Amerike	D exSun	18,500	.06
Slovak Press, Inc., Pub.—Christopher V. Orbach, Ed.					
	Slovak	Slovensky Pokrok	Th.	5,000	.025
V. J. Nemec, Pub. & Ed.					
	Serbian	Srbadia	S/M.	4,500	.0475
Loyal Serb Society Srbadia, Pub.—J. K. Duletich, Ed					
	German	Staats-Zeitung	D., ABC	53,367	.26
Staats-Herold Corp., Inc., Pub.—Jacob Grammer, Ed.					
	Polish	Telegram Codzienny	D/S.	7,642	.07
Polish Daily Telegram Pub. Co., Inc., Pub.—W. A. Mazur, Ed.					
	Lithuanian	Tevyne	Fri.	12,000	.0540
Lithuanian Alliance of Amer.					
	Spanish-Jewish	Vara	Fri.	2,424	.040
Morris Carten, Pub. & Ed.					
	Jewish	Volksadvocat	Fri.	4,000	.03
American Jewish Pub. Corp.					
	German	Volkszeitung	D/S.	19,800	.10
Socialist Co-operative Pub. Assn					
	German	Vorwärts	Sat.	8,000	.09
Socialist Co-operative Pub. Assn					
	Jewish	Yiddishe Folk	Fri.	24,000	.10
Zionist Organ of Amer.					
	Jewish	Zukunft	M.	25,000	.20
Forward Association.					
Niagara Falls	Italian	Risveglio Italiano	Sat.	3,000	.03
Il Risveglio Pub. Co., Inc., Pub.—Ferdinano Magnani, Ed					
Rochester	German	Abendpost	D/S.	8,216	.05
Rochester German Pub. Co.					
	German	Abendpost	Th.	2,024	.01
Rochester German Pub. Co.					

(Continued on page 238)

PENNSYLVANIA

NO OTHER LIKE AREA IN THE WORLD CONTAINS SUCH NATURAL RESOURCES

PENNSYLVANIA stands first in total production of mineral wealth and first in coal, coke, cement, stone, sand, gravel and slate, and second in natural gas and clay products. The total annual mineral output is more than $600,000,000.

Nearly a third of all the Portland cement made in the United States comes from Pennsylvania. The 1920 production was over 27,000,000 barrels. About a fifth of all the lime in the United States is made in Pennsylvania.

The coal production is worth about $200,000,000 annually. The coke output $160,000,000. Natural gas is worth approximately $28,000,000.

The slate output of Pennsylvania is nearly 70 per cent of the country's total and is worth $3,609,000.

Pennsylvania is increasing her production not only in minerals, but in agriculture and manufacturing. The greater the production of wealth, the greater the ability to buy.

Share Pennsylvania's prosperity by using this list of daily newspapers in your advertising campaigns.

	Circulation	2,500 lines	10,000 lines
**Allentown Call (M)	28,398	.09	.09
**Allentown Call (S)	17,114	.09	.09
††Bloomsburg Press (M)	6,990	.029	.029
**Chester Times (E)	14,110	.055	.055
††Coatesville Record (E)	6,097	.035	.03
**Connellsville Courier (E)	6,006	.02	.02
††Easton Express (E)	21,039	.07	.07
††Easton Free Press (E)	12,711	.05	.05
††Erie Times (E)	28,595	.08	.08
**Harrisburg Telegraph (E)	39,537	.095	.095
††Johnstown Ledger (M)	15,879	.05	.05
**Oil City Derrick (M)	6,296	.035	.035
**Pottsville Republican and Morning Paper (E&M)	16,239	.08	.07
††Scranton Republican (M)	32,645	.12	.10
††Scranton Times (E)	39,412	.12	.10
**Sharon Herald (E)	5,861	.021	.021
††Sunbury Daily Item (E)	4,302	.025	.021
**Warren Times-Mirror (E&M)	6,905	.036	.036
**Washington Observer and Reporter (M&E)	16,971	.06	.05
††West Chester Local News (E)	11,057	.03	.03
**Wilkes-Barre Times-Leader (E)	22,599	.08	.05
††York Dispatch (E)	17,873	.05	.05
††York Gazette and Daily (M)	17,360	.05	.05

**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

LA PRENSA

SPANISH DAILY
OF NEW YORK

DOMINATES, in contact and influence, all the peoples here from their twenty-one Hispanic countries.

There is no other daily published in the East and no other with a corresponding national circulation in every State of the United States.

In representing the interests of this exclusive and yet important field we have become the satisfying interpreter of American Life to them and the connecting link between this highly prized class of customers and American Business.

Intelligent and discriminating, they prove faithful and highly susceptible buyers of goods and services appropriately advertised in their own language medium.

LA PRENSA

MAIN OFFICE
245 CANAL ST., NEW YORK CITY

MEMBER OF
A. B. C.
A. N. P. A.

TEL. 5526 / 5527 / 0250 FRANKLIN

We Are Not Talking Foreign Language Field so Much as

ARE YOU COVERING

MANCHESTER, N. H.

?

Local advertisers, in 1923, used 2,678,760 lines of display in L'Avenir National. This local lineage is very near that of the leading English daily and about double that of the other English paper.

REASON: Over 40% of the population of Manchester is French-speaking.

Local advertisers know local conditions and use full copy in "The French Daily." National advertisers must do likewise to get full sales quotas in Manchester.

L'AVENIR NATIONAL, established in 1888, daily since 1900, is not an experiment.

Full service to National Advertisers. Write us today.

L'AVENIR NATIONAL

"The French Daily"
of Manchester and New Hampshire

Member Audit Bureau of Circulations since 1919
Charter Member of the
Association of Foreign Language A. B. C. Publishers
Member New England Daily Publishers Association

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 236)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
NEW YORK STATE—Continued					
	Italian	La Stampa Unita	Fri.	3,400	.03
Rochester Alliance Press, Inc., Pub.—Clement G. Lanni, Ed.					
Schenectady	Italian	Corriere di Schen.	Th.	3,000	.02
Il Corriere di Schenectady Pub. Co.					
	Polish	Gazeta Tygodniowa	Fri.	4,000	.0225
C. S. Ogonowski, Pub. & Ed.					
	German	Herold-Journal	Fri.	2,000	.025
Schenectady Herold Printing Co.					
Syracuse	Italian	Corriere di Syracuse	Fri	7,500	.03
Fulco Pub. Co., Pub.—Giulio Fulco, Ed.					
	Italian	Gazzetta di Syracuse	Fri.	2,000	.0475
Ray Pub. Co. Pub.—Joseph Ray, Ed.					
	Polish	Polonia	Fri.	2,000	.025
Polonia Pub. Co.					
	German	Union	Fri.	1,145	.02
Alexander E. Oberlander, Pub. & Ed.					
Troy	German	Freie Presse	Sat.	2,800	.035
Gedman Ptg. & Pub. Co., Pub.—Jacob Birkmayer, Ed.					
Utica	German	Deutsche Zeitung	Fri.	2,500	.025
Utica Deutsche Zeitung Co., Pub.—Otto Poepel, Ed.					
	Welsh	Y Drych	Th.	3,737	.0525
Thomas J. Griffiths.					
	Italian	Il Pensiero Italiano	Fri.	3,000	.035
A. Capecelatro, Pub. & Ed.					
	Polish	Rekord Tygodniowy	Fri.	5,000	.025
F. Markon & M. Murczkiewicz, Pubs.—Francis Markon, Ed.					
	Polish	Slowo Polskie	Tu., Fri.	2,000	.04
M. K. Gomolska.					
NO. DAKOTA					
Ashley	German	Tribune	Th.	900	.03
McIntosh County Farmer Press, Inc., Pub.—August Pohl, Ed.					
Bismarck	German	Nordlicht	Th.	2,100	.0225
North Light Pub Co.					
	German	Staats-Anzeiger	Tu., Fri.	7,900	.0375
Bismarck Ptg. Co., Pub.—Frank L. Brandt, Ed.					
Fargo	Nor. Dan.	Nord Dakota Tidende	Th.	4,000	.025
Grand Forks American, Pub.—J. L. Rindal, Ed.					
Grand Forks	Nor. Dan.	Normanden	Fri.	6,100	.04
Normanden Pub. Co., Pub.—Simon Johnson, Ed.					
Minot	Nor. Dan.	Nordwesten	S/Mo.	2,800	.035
Western Pub. House, Pub.—J. C. Hoff, Ed.					
Richardton	German	Volksfreund	Th.	2,500	.0225
Boniface Stutz, Pub. & Ed.					
OHIO					
Akron	Hungarian	Akroni Hirlap	Fri.	4,600	.0225
A. Tarnócy, Pub. & Ed.					
Cincinnati	German	Christliche Apologete	Wed.	10,742	.10
Methodist Book Concern, Pub.—Rev. H. J. Bucher, Ed.					
	German	Freie Presse	D/S.	22,424	.10
Cincinnati Freie Presse Co., Pub.—F. W. Elven, Ed.					
Cleveland	Roumanian	America	D exSun.	21,123	.09
Union of Roumanian Societies Pub. Co., Inc., Pub.—G. Stanculescu, Ed.					
	Bohemian	American	D/S.	13,735	.0525
Frank J. Svoboda, Pub.—Frank Sindelar, Ed.					
	Slovenian	Ameriska Demovina	Mon., Wed. Fri.	5,587	.045
American Home Pub. Co., Pub.—Louis J. Pirc, Ed.					
	Hungarian	Az Ujság	Fri.	4,000	.0275
Louis Tarcai, Pub. & Ed.					
	Slovenian	Cas	Mo.	19,547	.1075
Cas Pub. Co., Pub.—Frank Kerza, Ed.					
	German	Christliche Botschafter	Th.	10,500	.10
C. Hauser, Pub.—Rev. T. C. Meckel, Ed.					
	Lithuanian	Dirva	Fri.	11,645	.035
Ohio Lithuanian Pub. Co., Pub.—K. S. Kazpavicius, Ed.					
	Slovenian	Enakopravnost	D.	7,175	.05
American-Jugoslav Ptg. & Pub. Co., Inc., Pub.—Vatro Grill, Ed.					
	German	Evangelische Magazin	Mo.	6,000	.10
C. Hauser, Pub.—Rev. C. Stoebler, D. D., Ed.					
	Roumanian	Foaia Poporului	Tu., Th.	9,000	.05
George M. Ungureanu, Pub. & Ed.					
	Slovenian	Glasilo K. S. K. Jednote	Wed.	12,400	.07
Grand Carniolian Slav. Cath. Union, Pub.—J. E. Zupan, Ed.					
	Polish	Gwiazda Zjednoczenia	Tu.	11,340	.06
A. Wielwiejski, Pub. & Ed.					
	Slovak	Denny Hlas	D exSun.	14,463	.06
Slovak Print. & Pub. Co.					
	Jewish	Jewish Guardian	Fri.	9,000	.075
Jewish Guardian Pub. Co.					
	Jewish	Jewish World	D/S. exSat.	19,982	.080
Rocker Pub. Co., Pub.—S. Rocker, Ed.					
	Polish	Jutrzenka	Th.	14,050	.05
A. Wielowiejski, Pub. & Ed.					
	German	Kirchenzeitung	Sat.	3,452	.0275
Central Pub. House, Pub.—G. Dolch, Ed.					
	Polish	Kuryer	Th.	14,038	.06
A. E. & W. T. Wielowiejski, Pub.—W. Wielowiejski, Ed.					
	Polish	Monitor Clevelandski	D exSun.	7,965	.075
United Pub. Co.					
	German	Siebenbuergisch-Amerikanisches Volksblatt	Th.	6,345	.065
Geo. Schneider, Pub. & Ed.					
	Bohemian	Svet	D exSun.	10,975	.045
Svet Ptg. & Pub. Co., Pub.—E. J. Kritak & Vaclav Khop, Eds.					
	Hungarian	Szabadság	D exSun.	36,497	.12
Szabadság Ptg. & Pub. Co., Pub.—Andrew Cherna, Ed.					
	Italian	Voce del Popolo	D/S. exMon.	10,510	.10
Italian Pub. Co., Pub.—F. Melaragno, Ed.					
	German	Wächter und Anzeiger	D/S.	11,000	.06
German Consolidated Newspaper Co.					
	Polish	Wiadomosci Codzienne	D/S.	9,500	.0525
S. A. Dangel, Pub. & Ed.					
	Slovak	Zenska Jednota	S/M.	24,941	.065
Slovak Women's Union.					
	German	Ohio Waisenfreund	Wed.	28,000	.25
Pontifical College Josephinum, Inc.					
Dayton	German	Gross-Daytoner Zeitung	D exSun.	6,712	.05
Paul R. Gruner, Pub. & Ed.					
Lorain	Hungarian	Lorain és Vidéke	Fri.	2,000	.03
Michael M. Barta, Pub. & Ed.					
Mansfield	German	Courier	Th.	950	.02
Courier Pub. Co., Pub.—C. Hegnauer, Ed.					
New Bremen	German	Stern des Westlichen Ohio	Th.	750	.0075
The Home Prtg. Co., Pub.—E. G. Conradi, Ed.					
Steubenville	Italian	Messaggero	Sat.	1,500	.0225
Niccolo Tripodo, Pub. & Ed.					
Toledo	Polish	Ameryka-Echo	D.	24,320	.06
	Polish	Ameryka-Echo	Sun.	105,000	.10
A. A. Paryski, Pub. & Ed.					
	German	Express	Th.	7,000	.03
Express Pub. Co, Pub.—Henry C. Vortriede, Ed.					
	Polish	Kuryer Katolicki	Th.	10,150	.035
Adam Solarczyk, Pub. & Ed.					
Youngstown	Hungarian	Amerikai Magyar Hirlap	Th.	5,200	.05
United Ptg. Co., Pub.—E. Nemenyi, Ed.					
	Italian	Cittadino Italo-Americano	Sat.	8,750	.05
Cittadino Pub. Co., Pub.—M. Guggino, Ed.					

(Continued on page 239)

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 238)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
YOUNGSTOWN, O.—Continued					
	Italian	Nuova Italia	Fri.	7,000	.0475
City Ptg. Co., Pub.—V. Coscioni, Ed.					
	Roumanian	Romanul	Sun.	17,325	.055
Romanul Co., Inc., Pub.—J. N. Barbu, Ed.					
	German	Siebenburgish Amerikanischer Bote	Fri.	6,600	.0225
George Schuster, Pub. & Ed.					
	Slovak	Slovenske Noviny	Fri.	3,220	.04
United Ptg. Co., Pub.—M. Mraz, Ed.					
OKLAHOMA					
Enid	German	Oklahoma Staats-Zeitung	Fri.	1,200	.02
Erns: Denner, Pub. & Ed.					
Oklahoma City		Oklahomske Noviny	Mo.-Th.	2,000	.025
August Geringer, Pub.—V. A. Geringer, Ed.					
Perry	German	Oklahoma Neuigkeiten	Th.	950	.02
G. Pietrusky, Pub. & Ed.					
OREGON					
Astoria	Finnish	Toveri	D exSun.	3,927	.0475
Western Workmen's Pub. So., Inc., Pub.—S. W. Syvanen, Ed.					
	Finnish	Toveritar	Tu.	12,837	.06
Western Workmen's Pub. So., Inc.					
Portland	German	Nachrichten	Th.	6,000	.1075
A. E. Kern & Co., Pub.—A. E. Kern, Ed.					
	Japanese	Oregon News	D exSun.	1,200	.07
Toyoji S. Abe., Pub. & Ed.					
	Swedish	Oregon Posten	Wed.	3,100	.035
F. W. Lonegren, Pub. & Ed.					
	Italian	Tribuna Italiana	Fri.	5,800	.0225
Italian Pub. Co, Pub.—Albert B. Ferrera, Ed.					
St Benedict	German	St. Josephs-Blatt	Fri.	26,200	.15
Benedictine Press.					
PENNSYLVANIA					
Allentown	German	Friedens-Bote	Wed.	7,843	.03
F. J. Lamm & Golatz, Pub.—Julius Bodisch, Ed.					
Altoona	German	Deutscher Volksfuhrer	Fri.	1,980	.0225
Volksfuehrer Pub. Co., Pub.—L. G. Lanade, Ed.					
Erie	Italian	Gazette Di Erie	Sat.	2,911	.02
A. & L. Agresti, Pub.—Egidio Agresti, Ed.					
	German	National Zeitung	Fri.	2,500	.03
Erie Tageblatt Pub. Co.					
	German	Tageblatt	D/S.	3,726	.03
Erie Tageblatt Pub. Co.					
Greensburg	Italian	Stella d'Italia	Sat.	6,000	.03
Italian Star Pub Co., Inc.					
Hazleton	Slovak	Slovensky Obcan	Fri.	7,735	.05
Janosov Pub. Co.					
	Italian	Il Trentino	Sat.	6,000	.055
Il Trentino Pub. Co., Pub.—P. C. Flaim, Ed.					
	Italian	Unione Italiana	Sat.	4,000	.0425
Union Prtg. Co., Inc., Pub.—Egidio Caccese, Ed.					
Homestead	Carpatho-Russian.	Amerikansky Russky Viestnik, Rusian Ed.	Th.	8,000	.03
		Slovak Ed.	Th.	40,000	.10
Greek Catholic Union of the U. S.					
	Carpatho-Russian.	Sokol Sojedinenija	Tu.	12,500	.05
Greek Catholic Union of the U. S., Pub.—Peter J. Marcko, Ed.					
Indiana	Italian	Il Patriota	Sat.	1,300	.01
Francesco Biamonte, Pub. & Ed.					
Johnstown	Hungarian	Hiradó	Th.	1,600	03
Ernest Porzsolt, Pub. & Ed.					
McKeesport	Carpatho-Russian.	Prosvita	Th.	7,800	.035
Prosvita Pub. Co.					
Mahanoy C.	Lithuanian	Saule	Tu., Fri.	7,650	.035
W. D. Boczkowski & Co.					
Middletown	Slovak	Iednota	Wed.	38,662	.095
First Cath. Slovak Union of America.					
Olyphant	Ukrainian	Nowe Zyttia	S/Mo.	2,000	.025
Concord of Olyphant Societies, Pub.—J. Hundich, Ed.					
Philadelphia	Ukrainian	America	Tu., Th. Sat.	7,500	.03
Ukrainian Catholic Assn. of Providence, Pub.—Anthony Curkowsky, Ed.					
	Jewish	Day	D/S.	7,680	.07
(See New York.)					
	Jewish	Daily News	D/S. exSat.	3,849	.10
(See New York.)					
	Italian	LaForbice	Sat.	10,650	.03
Forbice Ptg. Co., Pub.—V. Terracciano, Ed.					
	Jewish	Forward	D/S.	14,865	.10
(See New York.)					
	Polish	Gazeta Narodowa	Sun.	4,000	.0175
A. Lewandowski & Bro.					
	German	Gazette-Democrat	D/S.	48,351	.17
Philadelphia Gazette Publishing Co.					
	Polish	Gwiazda	Th.	11,000	.045
Stephen M. Nowaczyk, Pub & Ed.					
	Italian	Italica Gente	Sun.	2,000	.0175
Italian Augustinian Fathers, Pub. & Ed.					
	Polish	Jednosc	Fri.	5,000	.03
William Wendt, Pub.—F. J. Wendt, Ed.					
	Jewish	Jewish Morning Journal	D/S. exSat.	9,384	.10
Jewish Journal Pub. Co. (See New York.)					
	Jewish	Jewish World	D.	32,017	.15
Jewish World Pub. Co., Pub.—Jacob Ginsburg, Ed.			Sun.	25,000	.20
	Italian	Libera Parola	Sun.	15,000	.05
A. Giuseppe di Silvestro, Pub & Ed.					
	German	Lutherischer Herold	Th.	7,800	.07
United Lutheran Pub. House.					
	Italian	L'Opinione	D/S.	30,609	.12
L'Opinione Italian Pub. Co. of Del., Inc.					
	Polish	Patryota	Fri.	10,000	.045
T. Wasowicz, Pub. & Ed.					
	Russian	Pravda	Tu., Fri.	5,000	.06
Pravda Pub. Co., Pub. & Ed.					
	Polish	Przyjaciel Ludu	Sun.	10,000	.03
J. Lastowski, Pub. & Ed.					
	Italian	Sigaretta	Sun.	5,690	.035
L. De Benedictis, Pub. & Ed.					
	German	Sonntagsblatt	Sun.	20,000	.16
Philadelphia Tageblatt Pub. Assn., Pub.—E. A. Thomaser, Ed.					
	German	Tageblatt	D/S.	17,500	.16
Philadelphia Tageblatt Pub. Assn., Pub.—E. A. Tohmaser, Ed.					
	Lithuanian	Zvaigzde	Th.	3,770	.02
A. Milukas & Co.					
Pittsburgh	Slovak	Americky Slovak	Mon., Th.	10,000	.035
International Ptg. Co., Pub.—P. Jamriska, Ed.					
	Bohemian	Alleghenske Listy	Mon., Th.	3,000	.02
August Geringer, Pub.—V. A. Geringer, Ed.					
	Serbian	Amerikanski Srbobran	D exSun.	6,000	.0575
United Society Srbobram-Sloga.					
	Slovak	Amerikansko Slovenske Noviny	Wed.	15,000	.08
American Slavonic Gazette Pub. Co.					
	German	Beobachter	Fri.	8,545	.05
Catholic American Pub. Co., Pub.—Mathias Winbauer, Ed.					
	Hungarian	Magyar Hiradó	Tu, Fri.	5,000	.06
B. T. Tarkányi, Pub. & Ed.					

(Continued on page 240)

THE MERIDEN RECORD

Dominates Meriden and Wallingford, Connecticut

It covers like a blanket a field of

50,000 Population;

90% of The Record's circulation goes into the HOMES; 95% of the Total Circulation is delivered within an 8-mile radius of Meriden City Hall, thus making The Record's so-called "Suburban Circulation" actually **CITY CIRCULATION.**

RECORD advertisers get not only THE LARGEST QUANTITY of CIRCULATION, but the BEST CHARACTER of Circulation as well.

The Record's Milline rate is the lowest in Meriden.

GILMAN, NICOLL & RUTHMAN

Advertising Representatives

New York Boston Chicago San Francisco

To cover Idaho there is no Substitute for the

Idaho Statesman

Established 1864

At Boise, the State Capital

40% MORE PAID CIRCULATION GUARANTEED TO ADVERTISERS than can be secured in any other newspaper.

Leased Wire Associated Press Service. Member of the Audit Bureau of Circulations.

Wm. J. Morton Company

Salaried Representatives

Chicago—New York

B.F.DRAKENFELD & CO., INC.
Sales Agents

BRITTAINS LIMITED

Old Mill Number 630
STEREOTYPE TISSUE

In sheets and rolls. All standard sizes in stock—other sizes to order.

MATRIX PAPER
MACHINE WHITE—RED RAG

B.F.DRAKENFELD & CO., INC.
50 Murray Street New York City

Ask the Canadian Pacific about Canada

CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

Development Branch—If you are considering the establishment of your industry in Canada, either to develop your Canadian business or export trade, you are invited to consult this Branch. An expert staff is maintained to acquire and investigate information relative to Canadian industrial raw materials. Information as to such raw materials as well as upon any practical problem affecting the establishment of your industry, including markets competition, labor costs, power, fuel, etc., is available.

No charge or obligation attached to the above services. Business men and organizations are invited to make use of it.

Canadian Pacific Railway Company
Department Colonization and Development

Windsor Station, Montreal, Can. — C. P. R. Building, Madison Ave. at 44th St., New York — 165 E. Ontario St., Chicago, Ill.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 239)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
PITTSBURGH—Continued					
	Hungarian	Magyar Világ	Fri.	1,500	.0325
Stephen Gyöngyösy, Pub. & Ed.					
	Slovak	Narodne Noviny	Wed.	28,752	.0675
National Slovak Society, Pub.—Ivan Bielek, Ed.					
	Slovak	Narodny Dennik	Tu., Th., Fri.	12,500	.07
American Slovak Pub. Co., Inc., Pub.—Ladislaw Plech, Ed.					
	Polish	Pittsburczanin	D exSun.	8,900	.06
Pittsburgher Polish Daily Pub. Co.					
	Russian	Russky Viestnik	Wed.	3,000	.035
Russian Orthodox Brotherhood.					
	Slovak	Slovensky Hlasnik	Th.	11,200	.055
Slavonic Evangelical Union of America, Pub.—Karol Belohlavek, Ed.					
	Polish	Sokol Polski	Th.	16,876	.08
Polish Falcon's Alliance of America, Pub.—B. Mruczek, Ed.					
	German	Sonntagsbote	Sat.	18,420	.05
German-American Ptg. & Pub. Co., Pub.—John E. Joos, Ed.					
	Italian	Trinacria	Fri.	3,000	.07
La. Trinacria Ptg. & Pub. Co., Inc.					
	Italian	Unione	Sat.	12,500	.0925
Italian Consolidated Press, Inc.					
	German	Volksblatt und Freiheits Freund	D/S.	11,479	.09
Neeb-Hirsch Pub. Co., Pub.—F. Sommer, Ed.					
	Jewish	Volksfreund	Fri.	6,500	.05
Jewish Volksfreund Pub. Co., Pub.—Louis Borken, Ed.					
	Polish	Wielkopolanin	Th.	15,875	.05
Polish Ptg. & Pub. Co., Pub.—L. Machnikowski, Ed.					
Reading	Italian	Popolo	Sat.	4,000	.05
Il Popolo Pub. & Ptg Co., Inc.					
Scranton	Italian	Il Minatore	Fri.	8,000	.0715
Minatore Pub. Co., Inc., Pub.—Gaetano A. Lizzie, Ed.					
	Ukrainian	Narodna Wola	Tu., Th., Sat.	10,200	.045
Ukrainian Working Men's Ass'n.					
	Slovak	Obrana	Tu., Fri.	12,500	.05
Obrana Pub. Co., Pub.—Karol Stiasny, Ed.					
	Polish	Republika Gornik	Sun.	15,140	.0475
John Dende, Pub. & Ed.					
	Polish	Straz	Th.	13,000	.05
Polish National Pub. Co.					
Shenandoah	Polish	Tygodnik Gorniczy	Sat.	4,200	.02
Polish Pub. Co., Pub.—W. Pietkiewicz, Ed.					
Wilkes-Barre	Slovak	Bratstvo	Th.	16,000	.10
Bratstvo Pub. Co., Pub.—Richard C. Chladek, Ed.					
	Polish	Gornik	Wed., Sun.	17,500	.07
Gornik Pub. Corp., Inc.					
	Polish	Fraca	Th.	6,400	.03
S. J. Tyburski, Pub. & Ed.					
	Ukrainian	Svit	Th.	4,800	.03
Russian Orthodox Catholic Mutual Aid Society, Pub.—Rev. Peter Kohanik, Ed.					
	Lithuanian	Tevynes Balsas	Wed., Sat.	5,000	.025
Lithuanian Industrial Corp., Pub.—B. Bumas, Ed.					
	German	Wächter	Th.	3,600	.035
Felix Wenger & Gustav Siesing, Pub. & Ed.					
RHODE ISLAND					
Newport	Italian	Alba	Sat.	1,400	.02
Russo Pub. Co., Pub.—Marco A. Russo, Ed.					
Pawtucket	French	Le Jean Baptiste	Fri.	5,600	.035
J. B. B. Brazeau, Pub. & Ed.					
Providence	Italian	Corriere del R. I.	Sat.	3,000	.025
La Libertà, Pub.—Alfredo Pino, Ed.					
	Italian	L'Eco del R. I.	Th.	4,000	.025
Frederico Curzio & Co.					
Woonsocket	French	La Tribune	D exSun., A.B.C.	3,271	.025
La Tribune Pub. Co., Inc., Pub.—J. B. A. Savard, Ed.					
SOUTH DAKOTA					
Canton	Nor.-Dan.	Visergutten	Th.	9,925	.0425
Visergutten Pub Co., Inc., Pub.—Gustav Amlund, Ed.					
Eureka	German	Rundschau	Th.	3,256	.0215
Gustav Mauser & Otto H. Froh, Pub. & Eds.					
Sioux Falls	Nor.-Dan.	Fremad	Th.	4,700	.035
Fremad Pub. Co., Pub.—J. F. Strass, Ed.					
TENNESSEE					
Memphis	Italian	Corriere Italiano	Th.	1,500	.025
Corriere Pub. Co., Pub.—Mario Chiozza, Ed.					
TEXAS					
Austin	Swedish	Texas Posten	Th.	4,572	.035
Texas Posten Pub. Co., Pub.—J. M. Ojerholm, Ed.					
	German	Wochenblatt	Th.	2,640	.02
W. A. Trenckmann, Pub. & Ed.					
Dallas	Italian	Tribuna Italiana	Sat.	8,102	.08
Papa & Adin, Pub.—L. E. Adin, Ed.					
El Paso	Spanish	La Patria	D/S. exMon.	8,054	.04
Compania Editora de la Patria, Pub.—Silvestre Tarrazas, Ed.					
	Spanish	Revista Catolica	Sun.	11,471	.08
Jesuit Fathers, Pubs. & Eds.					
	Spanish	Revista Illustrada	Mo.	4,000	.09
Camilo Padilla, Pub. & Ed.					
Fayetteville	Bohemian	Vestnik	Wed.	6,434	.035
Vestnik Pub. Co., Pub.—Joseph Tapal, Ed.					
Fredericksburg	German	Wochenblatt	Th.	2,100	.0245
Fredericksburg Pub. Co., Pub.—O. R. Schumacher, Ed.					
Giddings	German	Deutsche Volksblatt	Th.	900	.015
J. A. Proske, Pub. & Ed.					
Hallettsville	Bohemian	Novy Domov	Mon., Th.	3,750	.02
Jos. Kopecky, Pub. & Ed.					
Houston	Bohemian	Texan	Th.	3,000	.0275
J. Drozda, Pub. & Ed.					
La Grange	German	Deutsche Zeitung	Th.	1,300	.02
George Hausler, Pub. & Ed.					
	Bohemian	Svoboda	Th.	2,200	.0275
A. & George L. Haidusek & Jos. Koss, Pubs. & Eds.					
Laredo	Spanish	Anunciador de Laredo	W.	2,000	.025
Idar Pub. Co., Pub.—Eduardo Idar, Ed.					
New Braunfels	German	Zeitung	Th.	2,825	.025
New Braunfels Zeitung Pub. Co., Pub.—G. F. Oheim, Ed.					
San Antonio	Spanish	Epoca	Sun.	7,000	.03
La Epoca Pub. Co., Pub.—Jose Quiroga, Ed.					
	German	Freie Presse für Texas	Wed.	10,100	.045
Robert Penniger, Pub. & Ed.					
	Spanish	L'Imparcial de Texas	Th.	9,500	.04
F. A. Chapa, Pub. & Ed.					
	Spanish	La Prensa	D/S.	17,355	.0575
		La Prensa	Wed.	12,000	.04
Ignacio E. Lorzano, Pub. & Ed.					
Seguin	German	Zeitung	Th.	1,100	.02
The Co-operative Pub. Co., Pub.—Ed. Hering, Ed.					
Taylor	Bohemian	Nasinec	Th.	1,900	.02
Nasinec Pub. Co.					
	Bohemian	Tevasky Rolnik	Mo.	5,282	.035
Nasinec Pub. Co., Pub.—Louis Dungres, Ed.					
Waco	German	Post	Th.	3,500	.0325
Ad. Schack, Pub. & Ed.					
West	Bohemian	Cechoslovak and Westske Noviny	Fri.	3,500	.03
Cechoslovak Pub. Co.					

(Continued on page 241)

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY STATES AND CITIES

(Continued from page 240)

City	Language	Newspaper	Publication Frequency	Circ.	Rate
UTAH					
Salt Lake City	German	Beobachter	Th.	2,000	.025
Beobachter Pub. Co., Pub.—Willy Wehler, Ed.					
	Nor.-Dan.	Bikuben	Tu.	2,600	.02
Bikuben Pub. Co., Pub.—John S. Hansen, Ed.					
	Japanese	Utah Nippo	D/S.	3,000	.18
U. Terasawa, Pub. & Ed.					
	Swedish	Utah Posten	Wed.	2,600	.02
Utah Posten Pub. Co.					
WASHINGTON					
Seattle	Italian	Gazzetta Italiana	Fri.	4,000	.045
Chiappa & Bassetti, Pubs. & Eds.					
	Japanese	Great Northern Daily News	D exSun.	5,517	.035
	Japanese	North American Times	D exSun.	8,451	.0575
S. K. Arima, Pub.—M. Mikami, Ed.					
	Swedish	Svenska Pacific Tribunen	Th.	9,500	.0375
Pacific Tribune Pub. Co., Inc., Pub.—Mils Gillgren, Ed.					
	Nor.-Dan.	Washington Posten	Fri.	14,800	.0475
Gunnar Lund, Pub. & Ed.					
	German	Washington Staatszeitung	Th.	9,000	.04
Seattle Ptg. & Pub. Co., Pub.—J. Jackle, Ed.					
Spokane	German	Washington Post	Th.	7,000	.025
A. E. Kern, Pub. & Ed.					
Tacoma	Swedish	Puget Sound Posten	Th.	1,600	.025
T. Sandegren, Pub. & Ed.					
	Nor.-Dan.	Tidende	Fri.	5,500	.03
O. M. Overn, Pub. & Ed.					
	German	Wacht am Sunde	Th.	960	.025
Aurther Weichbrod, Pub. & Ed.					
WEST VIRGINIA					
Wheeling	Polish	Polak w West Virginii	Fri.	3,470	.035
West Virginia Pole Pub. Co.					
WISCONSIN					
Antigo	German	Banner	Fri.	1,000	.02
Ed. Goebel, Pub. & Ed.					
Appleton	German	Volksfreund	Th.	3,348	.025
Meyer Press, Inc., Pub.—Otto W. Schaefer, Ed.					
Eau Claire	Nor.-Dan.	Reform	Th.	4,300	.0175
Fremad Pub. Co., Pub.—Waldemar Ager, Ed.					
Fountain C.	German	Buffalo Co. Republikaner	Th.	623	.01
Justin Landwehr, Pub. & Ed.					
Hamburg	German	Geflügel-Züchter	Mo.	7,823	.05
Geflügel-Züchter Pub. Co., Pub.—Henry E. Voight, Ed.					
La Crosse	Bohemian	Vlastenec	Th.	4,800	.03
John Soukup, Pub. & Ed.					
Madison	Nor.-Dan.	Amerika	Fri.	9,313	.03
Amerika Pub. Co., Pub.—Rasmus B. Anderson, Ed.					
	German	Wisconsin Botschafter	Fri.	2,600	.02
Blied Ptg. Co.					
Manitowoc	German	Post	Th.	1,480	.0175
Manitowoc Ptg. Co., Pub.—Walter Wittman, Ed.					
Milwaukee	German	America	Tu.	47,491	.25
H. O. Brunder, Pub.—Gustav Haas, Ed.					
	Bohemian	Cechoslovak	Sat.	10,560	.0715
J. V. Klabouch, Pub. & Ed.					
	Bohemian	Domacnost	Wed.	8,000	.035
Damacnost Pub. Co., Pub.—F. W. Kubis, Ed.					
	German	Excelsior	Th.	5,800	.0425
Excelsior Pub. Co., Pub.—Henry Hermann, Ed.					
	German	Hausfrau	Mo.	33,000	.40
Die Hausfrau Pub. Co.					
	German	Haus und Bauernfreund	Fri.	50,224	.25
H. O. Brumder, Pub.—Hans Buschbauer, Ed.					
	German	Herold	D exSun.	27,642	.10
H. O. Brumder, Pub.—Gustav Haas, Ed.					
	Jewish	Jewish Press	Wed.	5,000	.05
Jewish Pub Co.					
	Polish	Kuryer Polski	D.	32,090	.08
			Sun.	51,233	.10
Kuryer Pub. Co., Pub.—S. Zowski, Ed.					
	German	Landmann	Sat.	10,700	.08
Excelsior Pub. Co.					
	Polish	Nowiny Polski	D exSun.	10,400	.065
Nowiny Pub. Co., Pub.—T. A. Jaziorkowski, Ed.					
	German	Fundschau	Wed.	20,160	.10
H. O. Brumder, Pub.—Albert W. Schultz, Ed.					
	Slovenian	Slovenija	Fri.	1,377	.03
Frank X. Veranich, Pub. & Ed.					
	German	Sonntagspost	Sun.	35,240	.10
H. O. Brumder, Pub.—Gustave Haas, Ed.					
	Jewish	Wochenblatt	Fri.	5,000	.05
Isador S. Horwitz, Pub. & Ed.					
Racine	Nor.-Dan	Folkets Avis	Fri.	5,000	.025
C. Rasmussen Co.					
Sauk City	German	Pionier Presse	Th.	875	.025
Max H. Ninman, Pub. & Ed.					
Shawano	German	Wochenblatt	Th.	1,342	.0175
Arthur Mathwig, Pub. & Ed.					
Sheboygan	German	Amerika	D.	1,368	.02
Sheboygan Pub. Co., Pub.—Oscar F. Huhn, Ed.					
	German	National Demokrat	Wed., Sat.	2,500	.015
Demokrat Ptg. Co., Pub.—William Gottsacker, Ed.					
	German	Zeitung	Tu., Fri.	740	.015
Sheboygan Pub. Co., Pub.—Oscar F. Huhn, Ed.					
Stevens Pt.	Polish	Gwiazda Polarna	Sat.	100,143	.18
Worzalla Pub Co., Pub.—J. A. Worzalla, Ed.					
	Polish	Rolnik	Fri.	23,566	.06
Worzalla Pub Co., Pub.—J. A. Worzalla, Ed.					
Superior	Finnish	Funikki	S/Mo.	10,500	.07
Tyomies Pub. Co.					
	Nor.-Dan.	Tidende	Fri.	5,000	.0275
Fuhr Pub. & Ptg. Co., Pub.—J. J. Fuhr, Ed.					
	Finnish	Tyomies	D/S. exMon.	12,430	.0475
Tyomies Pub. Co., Pub.—Henry Koski, Ed.					
Watertown	German	Weltbürger	Sat.	2,750	.02
Kreuger & Schwundke, Pub.—Otto R. Krueger, Ed.					
Wausau	German	Wisconsin Wochenblatt	Fri.	9,600	.04
Westlicher Herold Pub. Co., Pub.—Herman Reimann, Ed.					

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

	City	Newspaper	Publication Frequency	Circ.	Rate
ALBANIAN	Boston	Dielli	Tu. Fri.	2,285	.025
Pan-Albanian Federation "Batra".					
ARABIC	Brooklyn	Al-Bayan	Tu. Th. Sat.	5,000	.0475
S. Baddour Pub. & Ed.					
	Brooklyn	Eagle	D/S.	2,500	.035
N. G. Badran, Pub. & Ed.					

(Continued on page 242)

The BOWATER PAPER CO., INC.

ENQUIRIES SOLICITED FOR NEWSPRINT, HALF-TONE NEWSPRINT, ROTA-GRAVEUR AND ALL CLASSES OF BOOK PAPER.

Sole distributors in the United States for

THE NEWFOUNDLAND POWER & PAPER CO.

(under construction capacity 400 tons daily)

342 Madison Avenue,
NEW YORK, N. Y.

Telephone Vanderbilt 7186

"Covers the Anthracite Field"

WILKES-BARRE TELEGRAM

WILKES-BARRE, PA.

SUNDAY ONLY

No one daily can cover the wide territory reached by the Wilkes-Barre Telegram. The best Sunday paper in Pennsylvania outside of the metropolitan districts.

SELLS FOR EIGHT CENTS.

12,000 Circulation

GEORGE B. DAVID CO.
110 East 42nd St., New York City
Foreign Representative

NEWSPRINT

DOMESTIC
CANADIAN

ROLLS and SHEETS

CONTRACT and SPOT

Beaver Pulp & Paper Co., Inc.

8 West 40th St. New York

TELEPHONE LONGACRE 9824

Records Show That

THE ALLENTOWN (PA.) MORNING CALL

Leads the Lehigh Valley both in Local and National Advertising.

This consistent Leadership has been attained and is being maintained because of its RESULT PRODUCING CIRCULATION.

You Get Coverage When You Place Your Copy in the Call.

Allentown Call Publishing Co., Inc.,

ALLENTOWN, PA.

Publishers

STORY, BROOKS & FINLEY, Representatives

New York Philadelphia Chicago

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 241)

	City	Newspaper	Publication Frequency	Circ.	Rate
ARABIC—Continued					
	New York	Al-Hoda	D/S.	5,000	.07
	Nacum A. Mokarzel Pub. & Ed.				
	New York	Ash-Shaab	D. exSun.	2,000	.035
	Joseph M. Khoury, Pub. & Ed.				
	New York	As-Sayeh	Mon. Th.	2,500	.045
	A. A. Haddod, Pub. & Ed.				
	New York	Meraat-ul-Gharb	D. exSun.	4,000	.0475
	Najeeb M. Diab, Pub. & Ed.				
ARMENIAN	Fresno, Cal.	Asbarez	Tu. Fri.	2,000	.015
	Asbarez Pub. Co.				
	Chicago	Eritassard Hayastan	Mon. Wed. Fri.	25,000	.015
	Eritassard Hayastan Pub. Co.				
	Boston	Baikar	D/S.	5,000	.03
	Baikar Publishing Co.				
	Boston	Hairenik	D/Sun exMon.	5,000	.04
	Armenian Revolutionary Federation, Pub.—R. Tarpinian, Ed.				
	New York	Gotchnag	Sat.	2,500	.025
	Gotchnag Pub. Co., Inc.				
ASSYRIAN	Hartford, Conn.	Assyrian American Courier	W.	5,000	.07
	Joel E. Werda, Pub. & Ed.				
BOHEMIAN	Chicago	Amerikan	Mon., Th.	34,686	.0715
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Chicago	Denni Hlasatel	D.	34,100	.08
		Denni Hlasatel	S.	....	.10
	Denni Hlasatel Printing & Pub. Co.				
	Chicago	Duch Casu	S.	34,742	.07
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Chicago	Hlasatel	Tu. Fri.	46,000	.11
	Denni Hlasatel Printing & Pub. Co.				
	Chicago	Hospodarske Listy	S/M.	3,442	.035
	Bohemian Benedictine Press.				
	Chicago	Katolik	Tu. Fri.	9,681	.06
	Bohemian Benedictine Press				
	Chicago	Narod	D/S.	3,369	.04
	Bohemian Benedictine Press.				
	Chicago	Pritel Ditek	Th.	5,195	.035
	Bohemian Benedictine Press.				
	Chicago	Slavie	Tu. Fri.	22,161	.07
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Chicago	Spravedlnost	D/S.	9,000	.05
	Bohemian Socialist Party, Pub.—V. Miniberger, Ed.				
	Chicago	Sotek	Wed.	7,000	.04
	Sotek Publishing Co., Pub.—Frank N. Novak, Ed.				
		Svornost	D/S.	28,680	.03
	August Geringer, Pub.—V. A. Ceringer, Ed.				
		Zajmy Lidu	Mon Th.	6,000	.05
	Bohemian Socialist Party, Pub.—V. Miniberger, Ed.				
		Zenske Listy	Fortn. Th.	3,000	.0375
	Zenske Listy Pub. Co.				
	Cicero, Ill.	Predmestske Listy	Sat.	4,500	.04
	Bohemian Pub. Co., Pub.—Dagobert Novak, Ed.				
	Cedar Rapids, Ia.	Jovsky Vestnik	D/S.	1,214	.02
	August Geringer, Pub.—V. A. Ceringer, Ed.				
		Listy	Th.	2,211	.025
	Frank Hradecky, Pub. & Ed				
	Baltimore	Telegraf	Fri.	1,000	.035
	Bohemian-American Pub. Co.				
		Baltimorske Listy	Mon. Th.	3,000	.02
	August Geringer, Pub.—V. A. Geringer, Ed.				
	St. Louis	Ceska Zena	S/M.	17,986	.07
	Bohemian Literary Society, Pub.—Hynek Dostal, Ed.				
		Hlas	Tu. Fri.	18,432	.10
	Bohemian Literary Society, Pub.—Hynek Dostal, Ed.				
		Listy	Sat.	7,800	.06
	Louis Novak, Pub. & Ed.				
	Clarkson, Neb.	Domaci Nowiny & Osvena. Zapadu	Tu.	5,800	.025
	Odvarka Brothers, Pub. & Ed.				
	Omaha, Neb.	Bratrsky Vestnik	M.	20,500	.1075
	Stanislav Serpan, Pub. & Ed.				
		Hospodar	S/M.	28,876	.15
	National Printing Co., Inc., Pub.—Joseph Brezacek, Ed.				
	New York	New Yorske Listy	D/S.	11,750	.06
	New York Listy Pub. Co., Pub.—John Krobost, Ed.				
		Nedelni Listy	Sun.	12,500	.06
	New York Listy Pub. Co., Pub.—John Krobost, Ed.				
	Cleveland	American	D/S.	13,735	.0535
	Frank J. Svoboda, Pub.—Frank Sindelar, Ed.				
		Svet	D. exTh.	10,985	.045
	Svet Printing & Publishing Co., Pub.—E. J. Kritak and Vaclav Khop, Eds.				
	Oklahoma City	Oklahomske Noviny	Mon., Th.	2,000	.02
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Pittsburgh, Pa.	Alleghenske Listy	Mon Th.	3,000	.02
	August Geringer, Pub.—V. A. Geringer, Ed.				
	Fayetteville, Tex.	Vestnik	Wed.	6,434	.035
	Vesnik Publishing Co., Pub.—Joseph Tapal, Ed.				
	Hallettsville, Tex.	Novy Domov	Mon. Th.	3,750	.02
	Joseph Kopecky, Pub. & Ed.				
	Houston, Tex.	Texan	Th.	3,000	.0275
	J. Drozda, Pub. & Ed				
	La Grange, Tex.	Svoboda	Th.	2,200	.0275
	A. & Geo. L. Haidusek & Jos. Koss, Pub. & Ed.				
	Taylor, Tex.	Nasinec	Th.	1,900	.02
	Nasinec Pub. Co., Pub.—Louis Dugres, Ed.				
		Texasky Rolnik	M.	5,282	.025
	Nasinec Pub. Co.				
	West, Tex.	Cechoslovak & Westske. Noviny	Fri.	3,500	.03
	Cechoslovak Pub. Co.				
	La Crosse, Wis.	Vlastenec	Th.	4,800	.03
	John Soukup, Pub. & Ed.				
	Milwaukee, Wis.	Cechoslovak	Sat.	10,560	.0715
	J. V. Klabouch, Pub. & Ed.				
		Domocnost	Wed.	8,000	.025
	Damocnost Pub. Co., Pub.—J. W. Kubis, Ed.				
BULGARIAN	Granite City, Ill.	Naroden Glas	D. exSun.	5,785	.08
	Naroden Glas Pub. Co., Pub.—Vasil Grammaticoff, Ed.				
CARPATHO-RUSSIAN	New York	Den	D/S.	17,310	.08
	Orient Pub. Co., Inc., Pub.—M. J. Hanchin, Ed.				
		Golos Rusi	Wed.	1,600	.025
	Carpatho-Russian Pub. Assn., Pub.—W. S. Cherniak, Ed.				
	Homestead, Pa.	Amerikansky Russky Viestnik	Russ. Ed. Th.	8,000	.03
			Slovak Ed. Th.	40,000	.10
	Greek Catholic Union of the U. S.				
		Sokol Sojedinenija	Tu.	12,500	.05
	Greek Catholic Union of the U. S., Pub.—Peter J. Marcko, Ed.				
	McKeesport, Pa.	Prosvita	Th.	7,800	.035
	Poosvita Pub. Co.				
CHINESE	San Francisco	Chinese World	D. exSun.	8,079	.07
	Sti Cai Yat Bo Pub. Co., Pub.—C. K. Leong, Ed.				

(Continued on page 243)

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 242)

	City	Newspaper	Publication Frequency	Circ.	Rate
CHINESE—Continued					
		Chung Sai Yat Po	D. exSun.	5,000	.035
Chung Sai Yat Po Pub. Co., Pub.—Ng Poon Chew, Ed.					
		Young China	D. exSun.	6,200	.1075
Yong China Pub. Co., Pub.—Lee Goot Chee & Fong Ming Po, Editors					
	New York	Chinese Reform News	Wed.	5,275	.08
Chinese Reform News Pub. Co., Pub.—Kung Y. Sang, Ed.					
		Chinese Republic News	Sat.	5,500	.1075
Chinese Republic News Pub. Co.					
CROATIAN	Los Angeles	Sokol Republika	M.	22,300	.1071
Sokol Pub. Co., Pub.—Victor Vojvodich, Ed.					
	Chicago	Hrvatski Glasnik	Th.	12,000	.0575
I. F. Lupis-Vukic.					
		Jugoslavia	Sat.	10,000	.10
John R. Palandech.					
	Calumet, Mich.	Hrvatska	Fri.	2,846	.02
Croatian Pub. Co.					
		Hrvatski List & Danica.			
	New York	Hrvatska	Tu. Th. Sat	8,000	.06
Hrvatski Pub. Co., Inc., Pub.—John Kresic, Ed.					
		Jugoslovenski Svijet	D/S. exMon.	4,637	.04
Southern Slav News Co., Inc., Pub.—Miles Petrak, Ed.					
ESTHONIAN	New York City	Amerika Teekaija	M.	1,000	.11
Esthonian Gospel Society, Pub.—Andres Teterman, Ed.					
FINNISH	Worcester, Mass.	Eteenpain	D/S. exMon.	7,142	.045
Eteenpain Co-operative Society Pub. & Ed.					
	Fitchburg, Mass.	Nykyaika	M.	4,000	.055
Raivaaja Pub. Co., Inc.					
		Raivaaja	D. exSun.	7,056	.0425
Raivaaja Pub. Co., Inc.					
		Pohjan Tahti	Tu., Th., Fr., Sa.	1,552	.025
North Star Pub. Co., Inc., Pub.—August Kangas, Ed.					
	Calumet, Mich.	Walvoja	Tu., Th., Sat.	5,600	.0325
Finnish Rep. Ptg. Co., Pub.—Victor M. Burman, Ed.					
	Hancock, Mich.	Amerikan Suometar	Tu., Th., Sat.	6,500	.0325
Finnish Lutheran Book Concern.					
		Aura	M.	1,200	.0325
Finnish Lutheran Book Concern.					
		Nuorten Ystava	M.	2,500	.0325
Finnish Luthern Book Concern, Pub.—Rev. H. Hiltila, Ed.					
	Ironwood, Mich.	Auttaja	Th.	2,100	.035
Finnish Evan. Lutheran Nat'l Church of America, Pub.—Rev. Arne Wasunta, Ed.					
	Duluth, Minn.	Industrialisti	D/S.	8,450	.06
Workers Socialist Pub. Co., Pub.—Paul Miller, Ed.					
		Päivälehti	D/S.	4,950	.045
Finnish Daily Pub. Co., Pub.—A. Lundqvist, Ed.					
		Siirtolainen	Wed.	6,000	.045
Finnish Daily Pub. Co.					
	New York Mills, Minn.	Uusi Kotinmaa	Tu., Fri.	8,112	.035
People's Voice Pub. Co., Inc., Pub.—Toivo Hiltunen, Ed.					
	Brooklyn	New York Uutiset	Tu., Th., Sat.	7,877	.0325
Finnish Newspaper Co., Inc.					
	New York	Svenck-Finsk Budberaren	M.	....	....
Swedish-Finnish Evangelical Missionary So. of America, Pub.—Rev. August Willandt, Ed.					
	Astoria, Ore.	Toveri	D. exSun.	3,927	.0475
Western Workmen's Pub. Society, Inc., Pub.—S. W. Syvanen, Ed.					
		Toveritar	Tu.	12,837	.06
Western Workmen's Pub. Society, Inc.					
	Superior, Wis.	Tyomies	D/S. exMon.	12,430	.0475
Tyomies Pub. Co., Pub.—Henry Koski, Ed.					
		Punikki	S/M.	10,500	.07
Tyomies Pub. Co.					
FRENCH	Los Angeles	Union Nouvelle	Sat.	5,000	.035
U. N. Pub. Co., Pub.—Maurice Fog, Ed.					
	San Francisco	L'Echo de L'Ouest	D/S.	1,965	.03
Leon L. Ray.					
		Franco Californien	D/S.	2,162	.0175
Franco California Pub. Co.					
	Convent, La.	Interim	Sat.	350	.015
E. J. Dicharry, Pub. & Ed.					
	New Orleans	Guepe de La N. Orl.	Sat.	3,800	.05
J. G. De Baroncelli, Pub. & Ed.					
	Biddeford, Me.	Justice de Biddeford	Tu. Fri.	2,000	.0225
Justice Pub. Co., Pub.—J. C. Boldue, Ed.					
	Lewiston, Me.	Le Messager	Mon., Wed., Fri.	1,520	.025
J. B. Couture, Pub. & Ed.					
	Fall River, Mass.	L'Independant	D. exSun.	2,761	.03
Independant Pub. Co., Pub.—O. De Tonnancour, Ed.					
	Haverhill, Mass.	Le Citoyen	Th.	2,149	.01
Lambert & Co.					
	Holyoke, Mass.	La Justice	Th.	3,800	.025
La Justice Pub. Co., Inc., Pub.—Joseph Lussier, Ed.					
	Lawrence, Mass.	Courrier de Lawrence	Fri.	2,800	.04
The Wood Press, Inc., Pub.—Herigault H. Pelletier, Ed.					
	Lowell, Mass.	Le Clairon	Sat.	2,200	.01
Le Clairon Pub. Co.					
		L'Etoile	D/S.	4,450	.025
L'Etoile Pub. Co.					
	Lynn, Mass.	Le Lynnois	Wed.	3,500	.015
Lynnois Pub. Co.					
	New Bedford, Mass.	L'Independant	D. exSun.	2,298	.03
Independant Pub. Co., Pub.—J. A. Smith, Ed.					
	Putnam, Mass.	Reveil	Fri.	1,450	.0225
Le Reveil Pub. Co.					
	Salem, Mass.	Courrier de Salem	Th.	3,750	.025
Courrier Pub. Co.					
	Worcester, Mass.	L'Opinion Publique	D. exSun.	5,689	.0325
Belisle Ptg. & Pub. Co., Pub.—Henri De Vitry, Ed.					
	Detroit, Mich.	Francias Pourtous	M.	5,200	.18
French Pub. Co., Pub.—George O. Lory, Ed.					
	Minneapolis	L'Eco de L'Ouest	Fri.	5,000	.035
A. H. Demeules, Pub. & Ed.					
	Manchester, N. H.	L'Avenir National	D exSun. A.B.C.	4,039	.035
L'Avenir Nat'l Pub. Co., Pub.—J. E. Bernier, Ed.					
	Nashua, N. H.	L'Impartial	Tu., Th., Sat.	2,565	.02
L. A. Biron, Pub. & Ed.					
	New York	Courrier des Etats Unis	Unis D.	7,952	.0715
			Sun.	12,760	.09
H. P. Sampers Co., Pub. & Ed.					
	Pawtucket, R. I.	Le Jean Baptiste	Fri.	5,600	.035
J. B. B. Brazeau, Pub. & Ed.					
	Woonsocket, R. I.	La Tribune	D. exSun. ABC.	3,271	.025
La Tribune Pub. Co., Inc., Pub.—J. B. A., Savard, Ed.					
GERMAN	Little Rock, Ark.	Arkansas Echo	Th.	2,200	.02
Arkansas Echo Pub., Co., Pub.—C. Meurer, Ed.					
	Fresno, Cal.	California Post	Th.	3,000	.075
German Pub. Co.					
	Los Angeles	Cal. Staats-Zeitung	Fri.	9,400	.0475
Edward Stuetz, Pub.—Otto Vogel, Ed.					
	San Francisco	California Demokrat	Sun.	4,590	.045
California Demokrat Co.					
	Denver	Colorado Herald	Wed. & Sun.	14,300	.05
Colorado Herald Pub. Co., Pub.—H. H. Fast, Ed.					

(Continued on page 244)

Don't be fooled by an imitation. Buy the Mat with a Reputation

"Premier" Dry Mats

Reg. Pat. Off. U. S. A. "Sold on Merit"

CAMDEN DAILY COURIER

Largest Daily Circulation in Camden and South Jersey
Established 1881

J. David Stern, Editor and Publisher W. L. Tushingham, Business Mgr.

Camden, N. J., August 2nd, 1923.

Premier Flong Co.,
New York City.
Gentlemen:

As we have been using your dry mat now **continuously for over a year,** we can truly say that this mat gives us perfect satisfaction in every way.

So many publishers have commented so favorably on the very attractive paper that we are turning out and were surprised to find that we had accomplished it with the use of dry mats.

You have a very satisfactory product in every way.

Very truly yours,
Camden Daily Courier,
W. L. Tushingham,
Business Manager

Publishers are requested to send trial order at the case price for **the new** Premier Mats. You can obtain the same results. Samples Sent Gratis.

Premier Flong Company

KARL HAGENBACHER
P. O. Box 671, New York, N. Y., City Hall Station
Sales Office 258 Broadway

Live Colors—
Uniform Registry—
Better Printing—

essential factors in the popular business of getting maximum circulation and prestige results *from*

Colored Comic Sections

WEEKLY FILLER PAGE FEATURE MAT SERVICE

WRITE FOR PROOFS

We can enhance the value of your comic page classics by superior color printing.

Proper and artistic presentation assured.

Write for proofs and prices—today

DAILY AND SUNDAY MAT AND COPY FORM SERVICE

WRITE FOR PROOFS

THE WORLD COLOR PRINTING CO.

Est. 1900 R. S. Grable, Pres. St. Louis, Mo.

"Color Printers to the Nation's Publishers"

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment
including our
AMERICAN CUT-COST EQUIPMENT
Carried in Stock for Prompt Shipment

American Type Founders Company

Boston Baltimore Buffalo Detroit St. Louis Denver Portland
New York Richmond Pittsburgh Chicago Minneapolis Los Angeles Spokane
Philadelphia Atlanta Cleveland Cincinnati Kansas City San Francisco Winnipeg

THE FRED COX SERVICE
COATESVILLE, PENNSYLVANIA

CIRCULATION
BUILT

TWENTY CAMPAIGNS NOW IN OPERATION.

COLUMBIA DRY MATS

are used by leading newspapers.
Their superior quality guarantees satisfaction.
None better made. Lowest prices.
Immediate shipment from stock.

Write for Samples

COLUMBIA OVERSEAS CORPORATION
12 East 12th Street New York, N. Y.
PHONE: STUYVESANT 5900

The Element of Permanence in Circulation is Vital

Temporary Increases NEVER Pay

We specialize in the building of *permanent* circulation—making *maximum increases* at *minimum expense* and effort.

You pay us AFTER you get results. If we should fail—*and we never have*—it costs you nothing. You take no risk—make no investment.

Ours is a simple, dignified, business-like plan which has ALWAYS succeeded wherever we have made the attempt.

If you face the necessity of adding permanent circulation or losing ground to a competitor *you need us* and we want to discuss our plan with *you*.

You Pay US for Permanent Subscribers—Not Promises.

Write or wire for information without obligation. We serve only one paper in a territory.

HICKEY-MITCHELL CO.
Builds and Holds Circulation
Pierce Bldg. *St. Louis, Mo.*

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 243)

City	Newspaper	Publication Frequency	Circ.	Rate
GERMAN—Continued				
Hartford, Conn.	Conn. Staats-Zeitung	Th.	8,200	.0425
Paul Stoeckel & Jacques Wisly.				
Aurora, Ill.	Volksfreund	Fri.	3,000	.0175
Aurora Pub. Co.				
Belleville, Ill.	Post und Zeitung	Th.	2,020	.015
Post and Zeitung Pub. Co., Pub.—August Semelroth, Ed.				
Chicago	Abendpost	D. ABC	44,415	.18
Abendpost Co., Pub.—Paul F. Mueller, Ed.				
	Katolischer Jugendfreund	M.	23,000	.1425
Angel Guardian Orphanage, Pub.—Bruno Buchmann, Ed.				
	Katolisches Wochenblatt	Wed.	6,300	.05
Frank X. Brandecker.				
	Sonntagspost	Sun.	35,085	.18
Abendpost Co., Pub.—Paul F. Mueller, Ed.				
Nashville, Ill.	Illinois Volksblatt	Th.	1,200	.04
H. J. Schmidt, Pub.—F. E. Krumsiek, Ed.				
Ottawa, Ill.	Central Illinois Wochenblatt	Fri.	1,800	.02
J. J. Witte & Son, Pub. & Ed.				
Peoria, Ill.	Sonne	Tu., Fri.	2,300	.0325
Peoria Sonne Pub. Co., Pub.—Geo. J. Kerner, Ed				
Springfield, Ill.	Illinois Wochenblatt	Fri.	5,200	.04
Westlicher Herold Pub. Co., Pub.—B. F. Sexauer, Ed.				
Techny, Ill.	Amerikanisches Familienblatt	M.	13,400	.065
Society of the Divine Word.				
Fort Wayne, Ind.	Freie Presse Staats-Zeitung	D. exSun.	3,185	.035
Fort Wayne Freie Presse Co.				
Carroll	Demokrat	Fri.	1,000	.02
German Demokrat Ptg. Assn., Pub.—Frank Florencourt, Ed.				
Council Bluffs, Ia.	Freie Presse	Fri.	7,703	.04
Freie Press Pub. Co., Pub.—Val. J. Peter, Ed.				
Davenport, Ia.	Iowa Reform	Fri.	3,600	.02
Adolph Petersen, Pub. & Ed.				
Sioux City, Ia.	Volksfreund	Th.	1,500	.0175
Oscar A. Hoffmann, Pub. & Ed.				
Waverly, Ia.	Phoenix	Wed.	1,838	.0175
Waverly Pub. Co.				
Hillsboro, Kas.	Vorwärts	Fri.	5,300	.0425
Mennonite Brethren Pub. House, Pub.—J. D. Fast, Ed.				
Newtown, Kas.	Herold	Th.	1,550	.015
Herold Pub. Co.				
Louisville, Ky.	Anzeiger	D/S.	6,617	.04
Louisville Anzeiger Co., Pub.—Geo. F. Moser, Ed.				
Baltimore	Correspondent	Th., Fri.	8,860	.08
Boemmel & Heisch, Pubs. & Eds.				
Holyoke, Mass.	New England Rundschau	Th.	6,000	.0545
German-American Ptg. Co., Pub.—Jacques Wisly, Ed.				
Lawrence, Mass.	Anzeiger and Post	Sat.	4,000	.035
Dick & Trumpold, Pub.—Me. E. Trumpold, Ed.				
Detroit, Mich.	Abend-Post	D/S	14,000	.09
Abend-Post Pub. Co.				
Jackson, Mich.	Mich. Volksfreund	Th.	2,000	.025
Rudolph Worch, Pub. & Ed.				
Saginaw, Mich.	Journal	Sat.	3,500	.025
Valentine S. Boos, Pub. & Ed.				
Minneapolis	Hermanns Sohn	M.	4,400	.025
Grand Lodge of the Order of Sons of Hermann.				
	Freie Presse Herold	Fri.	10,200	.04
Westlicher Herold Pub. Co., Pub.—Emil Leicht, Ed.				
New Ulm, Minn.	Amerikanische Turnzeitung	Sun.	1,700	.015
Turner Pub. Co.				
	Dakota Freie Presse	Tu.	15,212	.055
Freie Presse Ptg. Co.				
	New Ulm Post	Fri.	1,650	.0225
Albert Steinhauser, Pub. & Ed.				
St. Cloud, Minn.	Nordstern	Th.	3,600	.0225
North Star Ptg. & Pub. Co				
St. Paul, Minn.	Deutscher Farmer	S/M.	42,183	.13
Volkszeitung Ptg. & Pub. Co., Inc., Pub.—George F. C. Paul, Ed.				
	Minnehaha	Tu., Fri.	13,000	.07
Volkszeitung Ptg. & Pub. Co., Inc., Pub.—C. H. Bergmeier, Ed.				
	Volkszeitung	D. exSun.	16,918	.065
Volkszeitung Ptg. & Pub. Co., Inc., Pub.—C. H. Bergmeier, Ed.				
	Wanderer	Th.	8,340	.045
Wanderer Ptg. Co., Pub.—Joseph Matt. Ed.				
Winona, Minn.	National Farmer	S/M.	48,575	.15
Westlicher Herold Pub. Co., Pub.—Emil Leicht, Ed.				
	Westen	Fri.	28,200	.10
Westlicher Herold Pub. Co., Pub.—Emil Leicht, Ed.				
	Westlicher Herold	Tu.	78,179	.20
Westlicher Herold Pub. Co., Pub.—Emil Leicht, Ed.				
Hermann, Mo.	Volksblatt	Fri.	750	.025
Graf Ptg. Co., Pub.—Theo. Graf, Ed.				
Kansas City	Presse	Sun. Tu. Fri.	18,647	.10
Presse Pub. Co., Pub.—Val J. Peter, Ed.				
St. Louis	Abendschule	Fortn. Th.	31,920	.25
Louis Lange Pub. Co.				
	Amerika	D/S.	24,956	.09
Amerika Pub. Co., Pub.—J. Otto Pfeiffer, Ed.				
	Amerika & Herold des Glaubens	Tu., Fri.	35,000	.15
German Literary So. of St. Louis.				
St. Louis	Friedensbote	Sun.	20,800	.1075
Eden Pub. House, Pub.—Rev. Wm. Th. Jungk, DD., Ed.				
	Mississippi Blatter	Sun.	20,249	.12
Westliche Post Pub. Co., Inc				
	Westliche Post	D/S.	20,556	.09
Westliche Post Pub. Co., Inc., Pub.—Hans Hackel, El.				
Lincoln, Nebr.	Deutsch-Amerikan. Farmer	Wed.	95,276	.35
Press Pub. Co., Inc.				
	Freie Presse	Wed.	99,384	.35
Press Pub. Co., Inc.				
Norfolk, Nebr.	Westliche Rundschau	Th.	3,400	.0225
Runschau Pub. Co., Pub.—W. M. Ahlman, Ed.				
Omaha, Nebr.	Tribune	D/S.	21,387	.09
Tribune Pub. Co., Pub.—Val J. Peter, Ed.				
Carlstadt, N. J.	Freie Presse	Sat.	400	.025
August Moench, Pub. & Ed.				
Newark, N. J.	N. J. Freie Zeitung	D/S.	8,400	.055
Washington Pub. Co., Pub.—Wm. Von Katzler, Ed.				
Passaic, N. J.	Wochenblatt	Sat.	2,000	.015
Mrs. Maria E. Lindenstruth, Pub. & Ed.				
Trenton, N. J.	N. J. Staats-Journal	Sat.	2,100	.025
Wm. Zenzer, Pub. & Ed.				
Buffalo, N. Y.	Aurora und Christliche Woche	Fri.	9,500	.0225
Catholic Orphan Asylum, Pub.—F. Schifferli, Ed.				
	Volksfreund	D exSun.	8,200	.05
Buffalo Volksfreund Ptg. Co., Inc.				
Lockport, N. Y.	Wochenblatt	Th.	1,652	.0175
Rochester Ger. Pub. Co.				
New York, N. Y.	Amerikanische Schweizer Zeitung	Th.	5,500	.07
Swiss Pub. Co. of N. Y.				
	Deutsch-Amerika	Sat.	25,000	.25
Staats-Herold Corp.				
	Herold	D.	42,434	.21
Staats-Herold Corp., Inc., Pub.—Herman Alexander, Ed.				

(Continued on page 245)

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 244)

City	Newspaper	Publication Frequency	Circ.	Rate
GERMAN—Continued				
New York, N. Y.	Sonntagsblatt Staats-Herold	Sun.	95,801	.41
Staats-Herold Corp., Inc., Pub.—Jacob Crammer, Ed.				
	Staats-Zeitung	D/ABC	53,367	.26
Staats-Herold Corp., Inc., Pub.—Jacob Crammer, Ed.				
	Volkszeitung	D/S.	19,800	.095
Socialist Co-Operative Association.				
	Vorwärts	Sat.	8,000	.095
Socialist Co-Operative Pub. Association.				
Rochester, N. Y.	Abendpost	D/S.	8,216	(.05
Rochester German Pub. Co.				
	Abendpost	Th.	2,024	.015
Rochester German Pub. Co.				
Schenectady, N.Y.	Herold-Journal	Fri.	2,000	.025
Schenectady Herold Printing Co.				
Syracuse, N. Y.	Union	Fri.	1,145	.02
Alexander E. Oberlander, Pub. & Ed.				
Troy, N. Y.	Freie Presse	Sat.	2,800	.035
The German Ptg. & Pub. Co., Pub.—Jacob Birkmayer, Ed.				
Utica, N. Y.	Deutsche Zeitung	Fri.	2,500	.025
Utica Deutsche Zeitung Co., Pub.—Otto Poepel, Ed.				
Ashley, N. D.	Tribune	Th.	900	.03
McIntosh County Farmer Press, Inc., Pub.—August Pohn, Ed.				
Bismarck	Nordlicht	Th.	2,100	.0215
North Light Pub. Co.				
	Staats-Anzeiger	Tu., Fri	7,900	.0375
Bismarck Ptg. Co., Pub.—Frank L. Brandt, Ed.				
Richardton	Volksfreund	Th.	2,500	.0215
Boniface Stuts, Pub. & Ed.				
Cincinnati, O.	Christliche Apologete	Wed.	10,742	.10
Methodist Book Concern, Pub.—Rev. A. J. Bucher, Ed.				
	Freie Presse	D/S.	22,424	.10
Cincinnati Freie Presse Co., Pub.—F. W. Elven, Ed.				
Cleveland, O.	Christliche Botschafter	Th.	10,500	.10
C. Hauser, Pub.—Rev. T. C. Meckel, Ed.				
	Evangelischer Magazin	M.	6,000	.10
C. Hauser, Pub.—Rev. C. Staebler, D.D., Ed.				
	Kirschenzeitung	Sat.	3,452	.0715
Central Pub. House, Pub.—G. Dolch, Ed.				
	Siebenbuergisch Amerikanisches Volksblatt	Th.	6,345	.055
Geo. Schneider, Pub. & Ed.				
	Wächter und Anzeiger	D/S.	11,000	.06
German Consolidated Newspaper Co.				
	Ohio Waisenfreund	Wed.	28,000	.25
Pontifical College Josephinum, Inc.				
Dayton, O.	Gross-Daytoner Zeitung	D exSun.	6,712	.05
Paul R. Gruner, Pub. & Ed.				
Mansfield, O.	Courier	Th.	950	.025
Courier Pub. Co., Pub.—C. Hegnauer, Ed.				
New Bremen, O.	Stern des Westlichen Ohio	Th.	750	.0175
The Home Ptg. Co., Pub.—E. G. Conradi, Ed.				
Toledo, O.	Express	Th.	7,000	.03
Express Pub. Co., Pub.—Henry C. Vortriede, Ed.				
Youngstown, O.	Siegenburgish Amerikanicher Bote	Fri.	6,600	.0225
George Schuster, Pub. & Ed.				
Enid, Okla.	Oklahoma Staats-Zeitung	Fri.	1,200	.02
Ernst Denner, Pub. & Ed.				
Perry, Okla.	Oklahoma Neuigkeiten	Th.	950	.02
G. Pietrusky, Pub. & Ed.				
Portland, Ore.	Nachrichten	Th.	6,000	.1075
A. E. Kern & Co., Pub.—A. E. Kern, Ed.				
St. Benedict, Ore.				
	St. Josephs-Blatt	Fri.	26,200	.15
Benedictine Press.				
Allentown, Pa.	Friedens-Bote	Wed.	7,843	.03
F. J. Lamm & Golatz, Pub.—Julius Bodisch, Ed.				
Altoona, Pa.	Deutscher Volksfuhrer	Fri.	1,980	.0225
Volksfuehrer Pub. Co., Pub.—L. C. Lamade, Ed.				
Erie, Pa.	National Zeitung	Fri.	2,500	.03
Erie Tageblatt Pub. Co.				
	Tageblatt	D/S.	3,726	.03
Erie Tageblatt Pub. Co.				
Philadelphia, Pa.	Gazette Democrat	D/S.	48,351	.17
Philadelphia Gazette Pub. Co.				
	Lutherischer Herold	Th.	7,800	.07
United Lutheran Pub. House.				
	Sonntagsblatt	Sun.	20,000	.16
Philadelphia Tageblatt Pub. Assn., Pub.—E. A. Thomaesr, Ed.				
	Tageblatt	D/S.	17,500	.16
Philadelphia Tageblatt Pub. Assn., Pub.—E. A. Thomaser, Ed.				
Pittsburgh, Pa.	Beobachter	Fri.	8,545	.05
Catholic American Pub. Co., Pub.—Mathias Winbauer, Ed.				
	Sonntagsbote	Sat.	18,420	.05
German-American Ptg. & Pub. Co., Pub.—John E. Joos, Ed.				
	Volksblatt und Freiheits Freund	D/S.	11,479	.09
Neeb-Hirsch Pub. Co., Pub.—F. Sommer, Ed.				
Wilkes-Barre, Pa.	Wächter	Th.	3,600	.035
Felix Wenger & Gustav Siesing, Pubs. & Eds.				
Eureka, S. D.	Rundschau	Th.	3,356	.0215
Gustav Mauser & Otto H. Froh, Pubs. & Eds.				
Austin, Tex.	Wochenblatt	Th.	2,640	.02
W. A. Trenckmann, Pub. & Ed.				
Freder'sburg, Tex.	Wochenblatt	Th.	2,100	.0245
Fredericksburg Pub. Co., Pub.—O. R. Schumacher, Ed.				
Giddings, Tex.	Deutsche Volksblatt	Th.	900	.015
J. A. Proske, Pub. & Ed.				
LaGrange, Tex.	Deutsche Zeitung	Th.	1,300	.02
George Hausler, Pub. & Ed.				
N. Braunfels, Tex.	Zeitung	Th.	2,825	.025
New Braunfels Zeitung Pub. Co., Pub.—G. F. Oheim, Ed.				
San Antonio, Tex.	Freie Presse für Texas	Wed.	10,100	.045
Robert Penninger, Pub. & Ed.				
Seguin, Tex.	Zeitung	Th.	1,100	.02
The Co-Operative Pub. Co., Pub.—Ed. Hering, Ed.				
Waco, Tex.	Post	Th.	3,500	.0325
Ad Schack, Pub. & Ed.				
Salt Lake C., Utah.	Beobachter Anzeiger	Wash-Th.	2,000	.025
Beobachter Pub. Co., Pub.—Willy Wehler, Ed.				
Seattle, Wash.	Washington Staatszeitung	Th.	9,000	.04
Seattle Ptg. & Pub. Co., Pub.—J. Jackle, Ed.				
Spokane, Wash.	Washington Post	Th.	7,000	.025
A. E. Kern, Pub. & Ed.				

(Continued on page 246)

JOURNAL of COMMERCE
and
COMMERCIAL BULLETIN
NEW YORK CITY

THE business paper for business men. Largest daily circulation in the world in this field.

Each paper is read by business men with purchasing power.

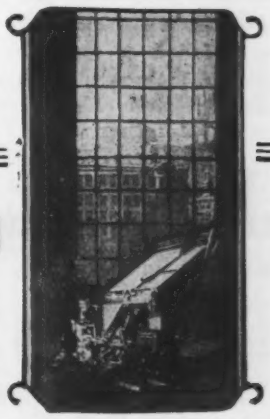
Every copy is of value to advertisers.

MEMBER OF ASSOCIATED PRESS

Carries news of the world—special correspondents in principal cities in the United States and Europe.

32 BROADWAY NEW YORK CITY

You'll like HOYT Type Metal, Too.



HOYT
TYPE METAL

COMBINATION METAL

Those who want a metal suitable both for linotyping and stereotyping will find HOYT Combination Linotype and Stereotype Metal thoroughly satisfactory. It, too, has built into it the Hoyt ideals, and is backed by the HOYT Guarantee.

We also make

HOYT Faultless Linotype Metal
HOYT N.P. Stereotype Metal
HOYT Standard Electrotype Metal
HOYT AX Monotype Metal

Let us help you solve your type metal problems—Write our Service Department. Address Dept. E

HOYT METAL COMPANY
ST. LOUIS - CHICAGO - DETROIT - NEW YORK

Throughout the Length and Breadth of Britain.

WHEREVER you may go in Britain—in ancient City, busy manufacturing Town or peaceful Hamlet—you will find "JOHN BULL" in evidence.

It is read by all classes. Its articles are discussed in the home, debated in the club, preached upon from the pulpit. Its bluff honesty is proverbial. The phrase, "*If you see it in 'JOHN BULL' it IS so!*" has become part of the language of the British people.

The reputation of its advertising columns is no less to "JOHN BULL" than the reputation of its editorial pages. No "doubtful" advertising is ever accepted, and all trade announcements that appear are fully guaranteed.

The fact that a proposition is advertised in "JOHN BULL" is accepted as indisputable proof of genuineness by the public at large.

JOHN BULL

BRITAIN'S DOMINANT WEEKLY

NOTE—JOHN BULL'S great circulation is due to editorial merit alone. This paper runs no free competitions, free Coupon Schemes, or other fake circulation-boosting campaigns.

Net Sales exceed 800,000.
Rate based on 600,000.

For Rate Card, Specimen Copy and full particulars writ:
PHILIP EMANUEL
Advertisem't Manag r.
ODHAMS PRESS, LTD.,
57-59, Long Acre,
London, W. C. 2,
England.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 245)

City	Newspaper	Publication Frequency	Circ.	Rate
GERMAN—Continued				
Tacoma, Wash.	Wacht am Sunde	Th.	960	.025
Arthur Weichbrod, Pub. & Ed.				
Antigo, Wis.	Banner	Fri.	1,000	.02
Ed. Coebel, Pub. & Ed.				
Appleton	Volksfreund	Th.	3,348	.025
Meyer Press, Ind., Pub.—Otto W. Schaefer, Ed.				
Fountain City	Buffalo Co. Republikaner	Th.	623	.01
Justin Landwehr, Pub. & Ed.				
Green Bay	Landsmann	Wed	....	.....
Estate of Joseph Miles, Pub. & Ed.				
Hamburg	Geflügel-Züchter	M.	7,823	.05
Geflugel-Zuechter Pub. Co., Pub.—Henry E. Voight, Ed.				
Madison	Wisconsin Botschafter	Fri.	2,600	.02
Blied Ptg. Co.				
Manitowoc	Post	Th.	1,480	.017
Manitowoc Ptg. Co., Pub.—Walter Wittmann, Ed.				
Milwaukee, Wis.	America	Tu.	47,491	.25
H. O. Brumder, Pub.—Gustav Haas, Ed.				
	Excelsior	Th.	5,800	.0425
Excelsior Pub. Co., Pub.—Herman Hermann, Ed.				
	Hausfrau	M.	33,000	.40
Die Hausfrau Pub. Co.				
	Haus und Bauernfreund	Fri.	50,224	.25
H. O. Brumder, Pub.—Hans Buschbauer, Ed.				
	Herold	D exSun.	27,642	.10
H. O. Brumder, Pub.—Gustav Haas, Ed.				
	Landmann	Sat.	10,700	.08
Excelsior Pub. Co.				
	Rundschau	Wed.	20,160	.10
H. O. Brumder, Pub.—Albert W. Schultz, Ed.				
	Sonntagspost	Sun.	35,240	.10
H. O. Brumder, Pub.—Gustave Haas, Ed.				
Sauk City, Wis.	Pioneer Press	Th.	875	.025
Max H. Ninman, Pub. & Ed.				
Shawano, Wis.	Wochenblatt	Th.	1,342	.0174
Arthur Mathwig, Pub. & Ed.				
Sheboygan, Wis.	Amerika	D.	1,368	.02
Sheboygan Pub. Co., Pub.—Oscar F. Huhn, Ed.				
	National Demokrat	Wed., Sat.	2,500	.015
Demokrat Ptg. Co., Pub.—William Gottsacker, Ed.				
	Zeitung	Tu., Fri.	740	.015
Sheboygan Pub. Co., Pub.—Oscar F Huhn, Ed.				
	Weltbürger	Sat.	2,750	.02
Kreuger & Schwundke, Pub.—Otto R. Krueger, Ed.				
Wausau	Wisconsin Wochenblatt	Fri.	9,600	.04
Westlicher Herold Pub. Co., Pub.—Herman Reinmann, Ed.				
GREEK San Francisco	California	Sat.	10,000	.025
Tasos V. Mountanos, Pub. & Ed.				
	Prometheus	Sat.	8,000	.0425
Alexander K. Pavellas, Pub. & Ed.				
Chicago	Aster Ellenikos	Fri.	8,000	.0715
P. S. Lambros, Pub.—N. S. Baris, Ed.				
	Chicago Greek Daily	D exSun.	14,455	.045
S. Kotakis & N. Demopoulos, Pubs. & Eds.				
	Saloniki	Sat.	14,916	.07
C. Salopoulos, Pub. & Ed.				
Lynn, Mass.	Demonios	Fri.	5,048	.02
D. G. Pyliotis, Pub. & Ed.				
New York	Atlantis	D/S.	33,784	.08
Atlantis, Inc.				
	Atlantis	M.	25,000	.25
Atlantis, Inc.				
	Campana	Fort. Sat.	6,500	.07
Leonidas N. Stellakis, Pub. & Ed.				
	National Herald	D/S.	32,663	.08
Enossis Pub. Co., Inc., Pub.—Michelas G. Sakellarios, Ed.				
	National Herald	M.	27,000	.3575
Enossis Pub. Co., Inc., Pub.—Michelas G. Sakellarios, Ed.				
HOLLANDISH-FLEMISH Chicago	Onze Toekomst	Fri.	3,500	.035
Christian Literature Pub. Co.				
Moline, Ill.	Gazette van Moline	Th.	7,500	.03
Moline Gazette Pub. Co., Pub.—C. L. Coryn, Ed.				
Orange City, Ia.	Volksvriend	Th.	5,480	.03
H. P. Oggel & Son, Pub. & Ed.				
Pella, Ia.	Weegblad	Th.	1,965	.025
Boland & Dieleman, Pub.—John Dylhoff, Ed.				
Sioux Center, Ia.	Nieuwsblad	Wed.	1,000	.0175
H. Brandes, Pub. & Ed.				
Detroit, Mich.	Gazette van Detroit	Fri.	4,000	.035
Belgian Press.				
Gr. Rapids, Mich.	Christian Journal	Sat.	2,800	.0425
Christian Journal Pub. Co.				
	Heidenwereld	M.	4,700	.0835
Heidenwereld Pub. Co.				
	Huisvriend	M.	9,425	.14
H. H. D. Langereis, Pub.—Rev. R. L. Haan, Ed.				
	Standard-Bulletin	Sat.	4,000	.025
Christian Journal Pub. Co., Pub.—Prof. H. J. G. Van Andel, Ed.				
	Wachter	Wed.	8,600	.05
Publication Committee of Chr. Reformed Church, Pub.—L. Berkhof, Ed.				
Holland, Mich.	Grondwet	Tu.	6,000	.045
De Grondwet Ptg. House, Pub.—J. B. Mulder, Ed.				
Kalamazoo, Mich.	Hollandsche Amerikaan	Tu., Fri.	6,100	.035
Dalm Ptg. Co., Pub.—J. J. Dalm, Ed.				
	Teekenen der Tijden	Th.	2,000	.02
J. Van Boven, Pub. & Ed.				
Paterson, N. J.	Het Oosten	Fri.	2,000	.0125
Lont & Overkamp Pub. Co., Inc.				
HUNGARIAN Bridgeport, Conn.	Testvériség	Tu., Fri.	3,500	.035
Brotherhood Ptg. Co., Pub.—Zoltán Haraszti, Ed.				
Fairfield, Conn.	Bridgeport	Wed., Sat.	15,192	.04
The Bridgeport Pub. Co., Pub.—Cornelius Csongradi, Ed.				
Chicago, Ill.	Otthon	Sun.	9,642	.06
Alexander De Dessewffy, Pub. & Ed.				
Himlerville, Ky.	Magyar Banyaszlap	Th.	11,800	.08
Martin Himler, Pub. & Ed.				
Detroit, Mich.	Dongó	S/M.	26,246	.12
Dongó Pub. Co. Pub.—George Kemény, Ed.				
	Magyar Hirlap	Tu., Fri.	18,687	.055
Anton Feder, Pub.—B. M. Mark, Ed.				
	Verhovayak Lapja	M.	25,750	.12
Verhovay Aid Assn., Pub.—Dr. F. Werthy, Ed.				
St. Louis, Mo.	St. Louis és Vidéke	Fri.	6,000	.05
Hungarian Pub. Co., Pub.—C. Kaldor, Ed.				
N. J.	Magyar Hirnök	Th.	3,400	.025
Herald Press, Pub.—Adelbert Nikelszky, Ed.				
	Magyar Ujság	Th.	3,000	.0475
Lad. Mathé, Pub. & Ed.				
Passaic, N. J.	Szabad Sajtó	Sat.	2,800	.04
Herman Virág, Pub. & Ed.				
Trenton, N. J.	Függetlenség	Th.	1,600	.0225
Alexander Zambory, Pub, & Ed.				
New York	Amerikai Magyar Nepszava	D/S.	35,865	.12
B. D. G. Co., Inc., Pub.—Géza D. Berko, Ed.				

(Continued on page 247)

The Utica Press

Central New York's Morning Paper Has Been Growing With Its Field Over Forty Years. The Press Has a Worth-While Circulation Close to 30,000 Daily. Steady Readers and Regular Advertisers Get What They Want in The Utica Press.

THE UTICA PRESS

Foreign Representatives
VERREE & CONKLIN

SCIENCE SERVICE

Chief Offices at Washington, D. C.
Science Center of America.
Correspondents Throughout the World.

MORE Than a Syndicate—More Than a Press Association—An Institution, Advised and Controlled by Leading Scientists, Disseminating Accurate and Interesting Scientific News and Features. Among them:

DAILY SCIENCE NEWS BULLETIN
DAILY "WHY THE WEATHER"
DAILY "TEST YOURSELF"
SUNDAY SCIENCE MAT. PAGE
"SPORTS OF THE ANCIENTS"

Exclusive Territory Still Available

Write or Wire

Science Service, Inc.
1115 Conn. Ave.
WASHINGTON, D. C.

SIR CHARLES HIGHAM

desires to thank all his friends in America for their great kindness to him during his visit. He returns home a happier and better Advertising man and looks forward to July when he hopes to return some of the great hospitality which he invariably receives on his visits to your great Country.

Au revoir.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 246)

City	Newspaper	Publication Frequency	Circ.	Rate
HUNGARIAN—Continued				
	Amerikai Magyarság	Th.	1,629	.05
Frank Bokor, Pub.—Lorand Simay, Ed.				
	Amerikai Magyar Ujsag	D/S.	7,150	.06
American Hung. Dly. Pub. Co.				
	Elore	D/S.	10,900	.12
American Hung. Workingmen's Federation, Pub.—Ladislaus, Eber, Ed.				
Akron, O.	Akroni Hirlap	Fri.	4,600	.0325
A. Tarnocy, Pub. & Ed.				
Cleveland, O.	Az Ujság	Fri.	4,000	.0275
Louis Tarcai, Pub. & Ed.				
	Szabadság	D exSun.	36,497	.12
Szabadság Ptg. & Pub. Co., Pub.—Andrew Cherna, Ed.				
Lorain, O.	Lorain és Vidéke			
Michael M. Barta, Pub. & Ed.				
Youngstown, O.	Amerikai Magyar Hirlap	Fri.	5,200	.04
United Ptg. Co., Pub.—F. Nemenyi, Ed.				
Johnstown, Pa.	Hiradó	Th.	1,600	.03
Ernest Porzsolt, Pub. & Ed.				
Pittsburgh, Pa.	Magyar Világ	Fri.	1,500	.0325
Stephen Gyöngyösy, Pub. & Ed.				
	Magyar Hiradó	Tu., Fri.	5,000	.06
B. T. Tarkányi, Pub. & Ed.				
ITALIAN Sacramento, Cal.	Capitale	Sat.	2,500	.03
Capitals Pub. Co.				
San Francisco	Corriere del Popolo	Tu., Fri.	9,561	.0325
Pedretti Bros.,				
	L'Italia	D/S.	16,940	.12
L'Italia Press Co., Pub.—Ettore Patrizi, Ed.				
	Sentinella	M.	4,000	.0575
Castone G. Bertini, Pub. & Ed.				
	Unione	Sat.	5,000	.0425
Italian Catholic Union, Inc.				
	Voce del Popolo	D exSun.	13,015	.10
Voce del Popolo Pub. Co., Pub.—O. D. Ronchi, Ed.				
Stockton, Cal.	Agricoltore Italiano	M.	8,000	.1075
Flavio & John Flavius, Pub. & Ed.				
	Sole	Sat.	5,000	.0275
Flavio Flavius, Pub. & Ed.				
Denver, Col.	La Capitale	Sat.	9,800	.05
La Capitale Pub. Co.				
	Risveglio	Wed.	2,500	.025
		Sun	3,000	.03
Italian-American Pub. Co.				
	Roma	Sat.	2,000	.02
Italian-American Pub. Co.				
Pueblo, Col.	Unione	Fri.	8,000	.035
Union Pub. Co., Pub.—Vincenzo, Massau, Ed.				
	Vindice	Sat.	2,826	.03
M. Jacketta, Pub.—Pasquale Albo, Ed.				
Trinidad, Col.	Corriere di Trinidad	Sat.	2,000	.02
Courier Pub. Co.				
Bridgeport, Conn.	Aurora	Th.	2,500	.045
L'Aurora Pub. Co.				
	La Sentinella	Sat.	1,650	.025
P. Altieri, Pub. & Ed.				
Hartford, Conn.	Il Giornale di Hartford	Sun.	2,000	.035
Vincenzo Campora, Pub. & Ed.				
	La Capitale	Th., Sat.	2,000	.03
Capitale Pub. Co., Pub.—G. Errichiello, Ed.				
N. Haven, Conn.	Corriere de Conn.	Sat.	8,545	.03
Joseph Santella, Pub. & Ed.				
	Forche Caudine	Sat.	2,700	.02
A. Pisani, Pub. & Ed.				
	Giornale Italiano del Conn.	Th.	1,500	.03
C. Errichiello, Pub. & Ed.				
	Parola Cattolica	Sat.	3,000	.025
L. Maturo, Pub. & Ed.				
Shelton, Conn.	La Luce	Sat.	2,000	.025
P. Cobianchi, Pub. & Ed.				
Torrington, Conn.	La Tribuna di Torrington	Th.	910	.0215
Tribuna Pub. Co., Pub.—V. Sica, Ed.				
Waterbury, Conn.	Progresso del N. Eng.	Sat.	2,500	.03
C. P. Lanza, Pub. & Ed.				
	Veritá	Sat.	2,000	.0225
Frank De Feo, Pub. & Ed.				
	Voce Italiana	Fri.	3,000	.03
Italian Ptg. Co., Pub.—G. A. Mozzacane, Ed.				
Chicago	L'Idea	Sat.	7,000	.025
Antonio Ferrari, Pub. & Ed.				
	L'Italia	Sun., Tu., Th., Fri.	20,000	.095
Italian Pub. Co., Pub.—Oscar Durante, Ed.				
	Nuovo Venuto	Sat.	10,000	.035
Cairoli Gigliotti, Pub. & Ed.				
	Tribuna Italiana			
	Trans-Atlantica	Sat.	5,000	.0715
A. M. Valeria, Pub. & Ed.				
	Corriere del Popolo-Italo Americano	Sat.	9,000	.07
Gary, Ind.				
Nicola Accomanda, Pub. & Ed.				
Des Moines, Ia.	Tribuna Italiana	Fri.	4,000	.0325
Bart Molica, Pub. & Ed.				
Pittsburgh, Kans.	Lavoratore Italiano	3 Tu.M.	2,000	.0175
Edorado Caffaro, Pub. & Ed.				
New Orleans, La.	Voce Coloniale	Sat.	17,576	.06
Colonial Voice Pub. Co.				
Boston, Mass.	Gazzetta del Mass.	Sat.	14,243	.08
J. V. Donnaruma, Pub. & Ed.				
	Il Pungolo	Sat.	9,680	.03
Il Pungolo Pub. Co.				
	La Notizia	D/S.	22,000	.07
Notizia Pub. Co., Pub.—G. C. Grillo, Ed.				
Springfield, Mass.	Eco della Nuova England	Fri.	3,750	.05
Italia Ptg. & Pub. Co., Pub.—F. S. Marinaio, Ed.				
Detroit, Mich.	Tribuna Italiana d'America	Fri.	2,800	.04
Italian Tribune d'America Pub. Co., Pub.—V. Giuliano, Ed.				
	Voce del Popolo	Fri.	4,000	.065
Italian Pub. Co.				
Laurium, Mich.	Minatore Italiano	Sun., Wed., Fri.	1,500	.025
A. C. Marinelli, Pub. & Ed.				
Kansas City, Mo.	La Stampa	Fri.	5,000	.065
La Stampa Pub. Co., Pub.—Alfred C. Pini, Ed.				
St. Louis, Mo.	Il Pensiero	Sat.	14,500	.08
Italian Pub. Co., Inc., Pub.—Cesare A. Vigni, Ed.				
Omaha, Neb.	Stampa di Omaha	Fri.	2,000	.045
Stampa Pub. Co.				
Reno, Neva.	Bollettino del Nevada	Sat.	1,500	.02
John Granata Co., Pub.—John Granata, Ed.				
Newark, N. J.	La Tribuna	Sat.	6,500	.05
Tribune Pub. Co., Pub.—Olindo Marzulli, Ed.				
Paterson, N. J.	Il Messaggero	Sat.	5,800	.0225
Nicola Parrillo, Pub. & Ed.				
Trenton, N. J.	Italo Americano	Sat.	2,000	.025
Italo American Pub. Co., Pub.—Attilo Perilli, Ed.				
	Il Secolo	Th.	3,000	.025
Twentieth Century Pub. Co.				
Albany, N. Y.	La Capitale	Sat.	4,000	.035
C. Farinacci, Pub. & Ed.				
	Gazetta di Albany	Fri.	5,000	.025
Guido Marsala, Pub. & Ed.				

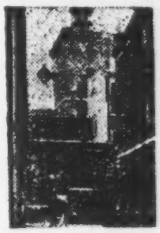
(*Continued on page* 248)

PICTURESQUE SPOTS IN HISTORIC LONDON

The Church That Pepys Saved—A Link with Dr. Johnson—Where He Wrote the Famous Dictionary.

THE church of Saint Olave, Hart-street—the Hart-street that runs into Mark-lane, not the one near Cripplegate—is one of the churches which escaped the fire in 1666. From it we may therefore gain some idea of what London churches were like in the Middle Ages.

It was built about 1450 and is full of interesting and venerable monuments.



The Church of St. Olave

To us today the most interesting figure connected with this parish is that of Samuel Pepys. The site of his house and of the Navy Office where he worked is now covered by the new building of the "Port of London Authority."

This church was his usual place of worship during the nine years, 1660 to 1669, covered by his wonderful diary.

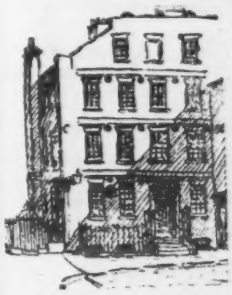
It was largely due to him that this church and the neighbouring one, All Hallows Barking, were not destroyed. He obtained permission to employ men from the naval dockyard to blow up and pull down houses in the vicinity of the Navy Office. And in saving the office he also preserved the churches.

A very ancient door leads from the church into the vestry, a delightful old room with an ornamented ceiling, which is to-day very much as it was when Pepys knew it.

The square tower is ascended by a spiral staircase. The entrance to the churchyard in Seething-lane has a grim ornament of skulls and spikes, said to have been put up as a memorial of the great plague.

A genuine "Queen Anne house" is left to us in No. 17 Gough-square. This is the house which Dr. Johnson took in order that he might have a place both commodious and quiet in which to carry out his scheme of compiling a dictionary of the English language.

You ring the bell, and in a trice you are in what was probably the dining-room. This, like all the other rooms, is panelled. The panelling is not oak, but American red pine. At the time that the house was built, there were restrictions as to the use of oak for building, as a shortage of timber for the Navy was feared.



Dr. Johnson's House

The other room on the ground floor, the parlour, has a delightful old cast-iron fireplace with hobs. Here, too, is the "powdering closet," with the shelf on which, no doubt, the good doctor's wig often stood, while being spruced up by the perruquier for some important occasion.

As you go up the stairs, notice on your right the cupboard for candlesticks.

At the very top is the room which Dr. Johnson described as the "garret." It runs the whole length of the house. Here the work of compiling the dictionary was actually done.

Advertisement inserted by THE DAILY MAIL (London) in the interests of the 1924 Advertising Convention.

EDITORS SAY IT

Not "with flowers"—though we have had more than our share of bouquets—but with *publication* continued throughout the years.

No advertisement we could write, and no words of testimonial that could be framed by appreciative Editors and Readers, can possibly have the weight of this simple fact:—

For Twenty-five Years, Editors of first-class Newspapers have been running the "Different" Ellis Sunday School Lesson every week.

Every possible question concerning the desirability of this Standard Religious Feature is answered by this fact.

All the Tests of Time have been met by the weekly Ellis Lesson.

Ask any of the more than seventy papers that run it.

READABLE
JOURNALISTIC
AUTHORITATIVE
NON-SECTARIAN
NON-CONTROVERSIAL
—AND TREMENDOUSLY TIMELY

The highest magazine quality at modest newspaper rates. A Once-A-Week Feature that Holds Readers all the Year.

THE ELLIS SERVICE

Swarthmore, Pennsylvania
Offering a "Different" Sunday School Lesson.

The

FITCHBURG SENTINEL

Is the master-key to an Important district of Northern Massachusetts

77% of its circulation is local, entirely covering Fitchburg with 43,000 people and many prosperous and diversified industries.

20% is in near-by towns for which Fitchburg is the most convenient trading center.

There Is No Substitute For The Sentinel

JULIUS MATHEWS
Special Agency
Boston New York Chicago Detroit

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 247)

City	Newspaper	Publication Frequency	Circ.	Rate
ITALIAN—Continued				
Buffalo, N. Y.	Corriere Italiano	Sat.	3,700	.04
Corriere Italiano Pub. Co., Pub.—Jos. J. Lunghino, Ed.				
Dunkirk, N. Y.	Risveglio	Sat.	3,000	.04
Il Risveglio Pub. Co., Pub.—Jos. B. Zavarella, Ed.				
Mt. Vernon, N. Y.	Cronaca Illustrata	Th.	2,900	.02
Cronaca Illustrata del Westchester Co., Inc.				
New York	Corriere d'America	D/S.	60,000	.17
Tiber Pub. Co., Pub.—Luigi Barzini, Ed.				
	Corriere della Domenica	Sun.	15,000	.0575
Association of the Ital. Clergy of North America, Inc.				
	Domenica Illustrata	Sat.	13,000	.12
La Domenica Illustrata Pub. Co., Inc., Pub.—Romen Ronconi and Ugo. D'Annunzio, Eds.				
	L'Eco d'Italia	Th.	6,000	.06
Carlo Calvosa, Pub. & Ed.				
	La Follia di N. Y.	Sun.	25,000	.09
Marzilale Sisca Pub. Co., Pub.—Luigi Roversi, Ed.				
	Guistizia	Sat.	17.750	.07
International Ladies Garment Workers Union, Pub.—R. Rende, Ed.				
	Il Popolo, Bollettino della Sera	D/S.	76,517	15.
Bollettino della Sera, Pub.—Vincenzo Giordano, Ed.				
	Il Progresso Italo Americano	D/S., ABC	87,648	.22
Carlo Barsotti, Pub. & Ed.				
Niagara Falls, N. Y.	Risveglio Italiano	Sat.	3,000	.03
Il Risveglio Pub. Co., Pub.—Jos. B. Zavarella, Ed.				
Rochester, N. Y.	La Stampa Unita	Fri.	3,400	.05
Rochester Alliance Press, Inc., Pub.—Clement D. Lanni, Ed.				
Schenectady, N.Y.	Corriere di Schen	Th.	3,000	.02
Il Corriere di Schen. Pub. Co.				
Syracuse, N. Y.	Corriere di Syracuse	Fri.	7,500	.03
Fulco Pub. Co., Pub.—Giulio Fulco, Ed.				
	Gazzetta di Syracuse	Fri.	2,000	.0475
Ray Pub. Co., Pub.—Joseph Ray, Ed.				
Utica, N. Y.	Il Pensiero Italiano	Fri.	3,000	.035
A. Capecelatro, Pub. & Ed.				
Cleveland, O.	Voce del Popolo	D/S. exMon.	10,510	.09
Italian Pub. Co., Pub.—F. Melaragno, Ed.				
Steubenville, O.	Messaggero	Sat.	1,500	.0215
Niccolo Tripodo, Pub. & Ed.				
Youngstown, O.	Nuova Italia	Fri.	7,000	.0475
City Ptg. Co., Pub.—V. Coscioni, Ed.				
	Cittadino Italo Americano	Sat.	8,750	.05
Cittadino Pub. Co., Pub.—M. Guggino, Ed.				
Portland, Ore.	Tribuna Italiana	Fri.	5,800	.0225
Italian Pub. Co., Pub.—Albert B. Ferrara, Ed.				
Erie, Pa.	Gazetta di Erie	Sat.	2,911	.02
A. & L. Agresti, Pub.—Egidio Algresti, Ed.				
Greensburg, Pa.	Stella d'Italia	Sat.	6,000	.03
Italian Star Pub. Co., Inc.				
Hazelton, Pa.	Il Trentino	Sat.	6,000	.055
Il Trentino Pub. Co., Pub.—P. C. Flaim, Ed.				
	Unione Italiana	Sat.	4,000	.0425
Union Ptg. Co., Inc., Pub.—Egidio Caccese, Ed.				
Indiana, Pa.	Il Patriota	Sat.	1,300	.01
Francesco Biamonte, Pub. & Ed.				
Philadelphia	La Forbice	Sat.	10,650	.03
Forbice Ptg. Co., Pub.—V. Terracciano, Ed.				
	Italica Gente	Sun.	2,000	.0175
Italian Augustinian Fathers, Pub. & Ed.				
	Libera Parola	Sun.	15,000	.05
A. Giuseppe di Silvestro, Pub. & Ed.				
	L'Opinione	D/S.	30,609	.12
L'Opinione Ital. Co. of Del., Inc.				
	Sigaretta	Sun.	5,690	.035
L. De Benedictus, Pub. & Ed.				
Pittsburgh, Pa.	Trinacria	Fri.	3,000	.07
La Trinacria Ptg. & Pub. Co., Inc.				
	Unione	Sat.	12,500	.0925
Italian Consolidated Press., Inc.				
Reading, Pa.	Popolo	Sat.	....	....
Il Popolo Ptg. & Pub. Co., Inc.				
Scranton, Pa.	Il Minatore	Fri.	8,000	.0715
Minatore Pub. Co., Pub.—Gaetano A. Lizzie, Ed.				
Newport, R. I.	Alba	Sat.	1,400	.02
Russo Pub. Co., Pub.—Marco A. Russo, Ed.				
Providence, R. I.	Corriere del R. I.	Sat.	3,000	.025
La Liberta, Pub.—Alfredo Pino, Ed.				
	Eco del R. I.	Th.	4,000	.025
Fererico Crucizo & Co., Pub. & Ed.				
Memphis, Tenn.	Corriere Italiano	Th.	1,500	.025
Corriere Pub. Co., Pub.—Mario Chiozza, Ed.				
Dallas, Tex.	Tribuna Italiana	Sat.	8,102	.08
Papa & Aidin, Pub.—L. E. Aidin, Ed.				
Seattle, Wash.	Cazzetta Italiana	Fri.	4,000	.045
Chiappa & Passetti, Pub. & Ed.				
JAPANESE				
Los Angeles, Cal.	Japanese Daily News	D. exSun.	6,520	.0225
Los. Angeles News Pub. Co.				
	La Japanese American	D. exSun.	6,500	.03
S. Kikuchi.				
San Francisco	Japanese American News	D/S.	15,502	.05
K. Abiko.				
	New World	D/S.	13,000	.03
New World, Inc., Pub.—T. Faruya, Ed.				
New York	Japanese Times	(S/W. Ed.)	W. S. 2,000	.04
		(W. Ed.)	5,000	.18
S. Midzatani, Pub. & Ed.				
Portland, Ore.	Oregon News	D. exSun.	1,200	.07
Toyoji S. Abe.				
Salt Lake City.	Utah Nippo	D/S.	3,000	.18
U. Terasawa, Pub. & Ed.				
Seattle, Wash.	Great Northern Daily News	D. exSun.	5,517	.035
K. Takeuchi, Pub. & Ed.				
	North American Times	D. exSun.	8,451	.0575
S. K. Arimma, Pub.—M. Mikami, Ed.				
JEWISH Chicago	Jewish Call	D/S. exSat.	38,950	.10
J. M. Wolfsohn, Pub. & Ed.				
	Jewish Courier	D/S. exSat.	43,226	.10
M. P. Ginsburg, Pub.—S. M. Melamed, Ed.				
	Jewish Forward, West. Ed.	D/S. ABC	40,441	.14
Forward Assn.				
	Jewish Press	D/S. exSat.	25,000	.08
A. M. Liebling.				
	Jewish Progress	Fri.	15,000	.06
A. M. Liebling.				
	Jewish Record	Fri.	32,324	.055
Jewish Record, Co., Inc.				
	Jewish Times	Fri.	15,000	.07
Jehiel D. Liebling, Pub. & Ed.				
Boston, Mass.	Jewish American	Fri.	7,928	.07
Jewish Press Pub. Co. of New England, Pub.—S. B. Freidson, Ed.				
St. Louis, Mo.	Jewish Record	Fri.	12,000	.08
Sol. Goldman, Pub. & Ed.				
Jersey City, N. J.	Hudson Jewish News	Fri.	8,000	.05
I. Unterman, Pub. & Ed.				

(Continued on page 249)

STAMFORD

CONNECTICUT
Population 45,000

Judged by the per capita earning capacity and the savings deposits of its inhabitants; by the high percentage of steady employment and the number and value of owned homes; and by most of the indices of community welfare,

STAMFORD IS PROSPEROUS

Complete coverage of this fruitful territory is to be had only through the

STAMFORD ADVOCATE

Circulation over 8,500.
Over 7,000,000 lines for 1923
The Julius Mathews Special Agency
Boston New York Detroit Chicago

EVERY EVENING

Delaware's Leading Daily

A Newspaper with a mission, appealing to the intelligent element of a community which it has faithfully served for over fifty years.

Daily Average Circulation January 1st Over
18,000

THE FIRST Newspaper in Wilmington, Del.

Equipment for Sale

By reason of absorption of The Fresno Herald by The Fresno Bee there is for sale practically complete equipment for newspaper, including eight machines, stereotyping machinery, makeup tables, chases, but not press. If interested, write or wire for details to

THE FRESNO BEE
Fresno California

LEADERS
AUTOMOBILE and RADIO FEATURES

Finely illustrated and written in clear, understandable language. Now used by over 100 papers in U. S. and Canada, including Los Angeles Times, Pittsburgh Press, Chicago American, Cincinnati Enquirer, Brooklyn Eagle, Washington Post, Minneapolis Journal, Times Picayune, New Orleans, Columbus Dispatch.

Write or Wire for Proofs and Prices

S-N-L TECHNICAL SYNDICATE
822 Reaper Block
CHICAGO

PICTURES
THE UNIVERSAL LANGUAGE

Realistically Printed
for
NEWSPAPER SUPPLEMENTS
MAGAZINE INSERTS
ADVERTISING CATALOGUES
by the
NEO-GRAVURE Printing Co., Inc.
200 William St., New York City

CIRCULATION

Automobile and house and lot campaigns our specialty for over NINETEEN years. We conduct all campaigns on a commission basis and furnish the personal services of experts to carry out every detail. No losers in our contests and no after contention possible.

We conducted 38 contests for newspapers in 1923. Send for list of references from publishers for whom we have conducted THREE OR MORE contests.

Look up our rating with R. G. Dun & Co., or with Bank of Wisconsin, Madison, Wis., with whom we have done business continually for over nineteen years. We were established in 1905 and have a paid in capital of $100,000.00.

THE BIRD SYNDICATE
209 Pioneer Block, Madison, Wis.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 248)

City	Newspaper	Publication Frequency	Circ.	Rate
JEWISH—Continued				
Newark, N. J.	Morgensteren	Fri.	7,000	.07
I. Unterman, Pub. & Ed.				
Brooklyn, N. Y.	Brooklyn Bronsville Post	Fri.	11,000	.055
Bronsville Pub. Co., Inc.				
New York	Amerikaner	Fri.	17,349	.10
Jewish Press Pub. Co., Pub.—Peter Wiernik, Ed.				
	Big Stick	Fri.	33,992	.10
Jacob Marinoff, Pub.—Pub. & Ed.				
	The Day	D/S. ABC	67,256	.23
American-Jewish Pub. Corp., Pub.—Wm. Edlin, Ed.				
	Freie Arbeiter Stimme	Fri.	7,000	.07
Free Voice of Labor Assn.				
	Freiheit	D. exSun.	42,410	.15
Freiheit Pub. Assn., Inc.				
	Gerechtigkeit	Fri.	42,360	.12
International Ladies Garment Workers Union, Pub.—S. Yanovsky, Ed.				
	Jewish Daily Forward & Eastern Editions	D/S. ABC	110,227	.30
Forward Assn., Pub.—Abraham Cahan, Ed.				
	Jewish Daily News	D/S. exSat.	59,111	.18
Sarasohn & Son, Pub.—C. Bublik, Ed.				
	Jewish Farmer	M.	11,500	.125
Jewish Agricultural and Industrial Aid Society, Pub.—Benj. C. Stone, Ed.				
	Jewish Gazette	Fri.	18,000	.12
Sarasohn & Son, Pub.—G. Bublik, Ed.				
	Jewish Morning Journal	D/S. exSat. ABC	74,349	.23
Jewish Press Co., Pub.—Peter Wiernik, Ed.				
	Jewish Woman's Home Journal	M.	10,000	.28
Jewish Almanac Pub. Co.				
	La Luz	Sun.	9,355	.07
Sephardic Pub. Co., Pub.—Simon S. Nessim, Ed.				
	Mediator	Fri.	6,734	.13
Mediator Pub. Co., Pub.—Morse M. Frankel, Ed.				
	Vara	Fri.	2,424	.045
Morris Garten Pub. & Ed.				
	Volksadvocat	Fri.	4,000	.03
American Jewish Pub. Corp.				
	Yiddishe Folk	Fri.	24,000	.09
Zionist Organ. of Amer.				
	Zukunft	M.	25,000	.20
Forward Assn.				
Cleveland, O.	Jewish Guardian	Fri.	9,000	.075
Jewish Guardian Pub. Co.				
	Jewish World	D/C. exSat.	19,982	.095
Rocker Pub. Co., Pub.—S. Rocker, Ed.				
Philadelphia, Pa. (See New York.)	Day	D/S.	7,680	.07
	Jewish Morning Journal	D/S. exSat.	9,384	.10
Jewish Journal Pub. Co. (See New York.)				
	Jewish World	D.	23,017	.15
		Sun.	25,000	.20
Jewish World Pub. Co., Pub.—Jacob Ginsburg, Ed.				
(See New York.)	Jewish Daily News	D/S. exSat	3,849	.10
(See New York.)	Jewish Forward	D/S.	14,865	.10
Pittsburgh, Pa.	Volksfreund	Fri.	6,500	.05
Jewish Volksfreund Pub. Co., Pub.—Louis Borkin, Ed.				
Milwaukee, Wis.	Jewish Press	Wed.	5,000	.05
Jewish Pub. Co.				
	Wochenblatt	Fri.	5,000	.05
Isidor S. Horwitz, Pub. & Ed.				
KOREAN San Francisco	New Korea	Tu., Th., Sat.	1,200	.015
Korean Nat'l Assn. of North America, Pub.				
LITHUANIAN Chicago	Draugas	D/S.	13,470	.04
Draugus Pub. Co., Pub.—Francis Bucis, Ed.				
	Kardas	M.	15,000	.055
Lithuanian Freethinkers Federation of Amer.				
	Naujienos	D. exSun.	21,050	.055
Lithuanian News Pub. Co., Pub.—Pius Grigaitis, Ed.				
Boston, Mass.	Darbinankas	Tu., Th., Sat.	6,015	.05
St. Joseph's Lithuanian R. C. Assn. of Labor.				
	Keleivis	Wed.	23,940	.07
J. G. Geguzis & Co.				
	Sandara	Th.	4,649	.04
The Lithuanian Natl. League of Amer., Pub.—Vincent J. Szliakys, Ed.				
Worcester, Mass.	Amerikos Lietuvis	Th.	6,000	.025
M. Paltanavicia, Pub. & Ed.				
Brooklyn, N. Y.	Garsas	Th.	21,500	.05
Lithuanian Roman Catholic Alliance of Amer.				
	Laisve	D. exSun.	8,445	.05
Lithuanian Co-operative Pub. So., Inc., Pub.—V. Paukstys, Ed.				
	Vienybe	Tu., Fri.	11,500	.035
Lithuanian Vienybe Pub. Co.				
New York	Tevyne	Fri.	12,000	.0545
Lithuanian Alliance of America.				
Cleveland, O.	Dirva	Fri.	11,645	.035
Ohio Lithuanian Pub. Co., Pub.—K. S. Kazpavicius, Ed.				
Mahanoy City, Pa.	Saule	Tu., Fri.	7,650	.035
W. D. Doczkowskia & Co.				
Philadelphia, Pa.	Zvaigzda	Th.	3,770	.02
A. Milukas & Co.				
Wilkes Barre, Pa.	Tevynes Balsas	Wed., Sat.	5,000	.025
Lithuanian Industrial Corp., Pub.—B. Bumas, Ed.				
NORWEGIAN-DANISH San Francisco	Bien	Fri.	4,000	.05
Sophus Hartwick.				
Chicago	Evangelisten	Wed.	8,000	.045
Evangelisten Pub. Soc., Pub.—H. F. Josephson, Ed.				
	Chicago Posten	Th.	5,000	.03
C. Rasmussen Co.				
Chicago	Evangelisk Tidende	Th.	5,000	.035
The Methodist Book Concern.				
	Revyen	Sat.	4,500	.02
Christian Botker, Pub. & Ed.				
	Scandia	Sat.	5,000	.04
Scandia Co.				
	Skandinaven	D.	13,654	.05
		Wed., Fri.	26,105	.10
		Sun.	15,000	.07
John Anderson Pub. Co., Pub.—John Benson, Ed.				
Cedar Falls, Ia.	Dannevirke	Wed.	2,775	.02
Martin Holst, Pub. & Ed.				
Cedar, Rapids, Ia.	Qvinnan och Hemmet	M.	See Swedish	
M. Fr. Hansen Pub. Co., Pub.—Mrs. Ida Hansen, Ed.				
Decorah, Ia.	Decorah Posten	Tu., Fri. ABC	43,441	.14
The Anundsen Pub. Co.				
Harlan, Ia.	Vagteren	Tu.	1,379	.015
J. C. Lunn.				
Duluth, Minn.	Skandinav	Fri.	4,200	.02
Fuhr Pub. & Ptg. Co., Pub.—J. J. Fuhr, Ed.				
Fergus Falls, Min.	Ugeblad	Wed.	2,175	.015
Ugeblad Pub. Co., Pub.—N. T. Moen, Ed.				
Minneapolis, Min.	Familiens Magazin	M.	12,500	.10

(Continued on page 250)

PALMER, DEWITT & PALMER,
NEWSPAPER PROPERTIES
Announce
the opening of their new offices in
SUITE 1311,
350 Madison Ave.,
New York

Unusual Opportunities
Daily & Weekly NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

HAVE YOU SOLD magazine color pages to national advertisers? Do the big space buyers give you the glad hand when you call? Are you free to make new salary contract in the five-figures class? If yes, tell us your story fully. We may be of great service to you. We have the Opportunity.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BL'DG., SPRINGFIELD, MASS.

Circulation Manager

An old, well established, live evening newspaper in a mid-west metropolitan city wishes to employ the highest grade circulation manager, in ability and experience, to be found. He will be paid whatever salary and bonus for increases he can establish that he is worth. He must be an expert in both system and promotion, as well as a successful executive. Replies will be treated in the strictest of confidence. Address Box C-985, care Editor & Publisher.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

"The African World" AND "Cape-to-Cairo Express"

Published every Saturday in London

The
Salt Lake Tribune
has been building reader confidence since 1871.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta
Pacific Coast Representatives
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

IN NEW ORLEANS NOW IT'S THE STATES
Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.
Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,025,432 agate lines.
Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.
Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

PORTSMOUTH, OHIO
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio Completely.
Foreign Representative
ROBERT E. WARD, INC.
8 So. Wabash Ave. Chicago — 501 Fifth Ave. New York

In New Orleans it's THE ITEM

The Deseret News
SALT LAKE CITY, UTAH
Ninety per cent. of its circulation is within retail trade territory of Salt Lake City — splendidly effective.
Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 249)

City	Newspaper	Publication Frequency	Circ.	Rate
NORWEGIAN-DANISH—Continued				
K. C. Holter Pub. Co.				
	Folkebladet	Wed.	5,000	.02
Folkebladet Pub. Co.				
	Folkets Avis	Fri.	5,000	.03
C. Rasmussen Co.				
	Folkets Rost	Sat.	5.634	.025
E. L. Mengshoel, Pub. & Ed.				
	Lutheranaren	Wed.	21,818	.12
Ausburg Pub. House, Pub.—Rev. R. Malmin & Rev. Peder Tangjerd, Eds.				
	Tidende	D/S. exSat.	5,287	.05
T. Gulbrandsen Pub. Co., Pub.—S. Sorensen, Ed.				
	Tidende	Th.	18,000	.09
T. Gulbrandsen., Pub.—S. Sorensen, Ed.				
	Ugebladet	Th.	9,500	.035
C. Rasmussen Co.				
St. Paul, Minn.	Tidende	Fri.	4,800	.0325
C. Rasmussen Co.				
Blair, Nebr.	Luthersk Ugeblad	Wed.	3,120	.03
Danish Lutheran Pub. House.				
Omaha, Nebr.	Den Danske Pioneer	Th.	28,638	.08
Sophus F. Neble Pub. Co.				
Brooklyn, N. Y.	Nordisk Tidende	Th.	12,800	.0925
Norwegian News Co., Inc., Pub.—A. N. Rygg, Ed.				
New York	Nordlyset	Th.	5,778	.07
Opffer Pub. Co., Pub.—Emil Opffer, Ed.				
Fargo, Nor. Dak.	Nord Dakota Tidende	Th.	4,000	.025
Grand Forks American, Pub.—J. L. Dindal, Ed.				
Grand Forks, N. D.	Normanden	Fri.	6,100	.04
Normanden Publishing Co., Pub.—Simon Johnson, Ed.				
Minot, N. D.	Nordwesten	S/M.	2,800	.035
Western Publishing House, Pub.—J. C. Hoff, Ed.				
Canton, S. D.	Visergutten	Th.	9,925	.0425
Visergutten Publishing Co., Inc., Pub.— Gustav Amlund, Ed.				
Sioux Falls, S. D.	Fremad	Th.	4,700	.035
Fremad Publishing Co., Pub.—J. F. Strass, Ed.				
S. Lake C., Utah.	Bikuben	Tu.	2,600	.02
Bikuben Publishing Co., Pub.—John S. Hansen, Ed.				
Seattle, Wash.	Washington Posten	Fri.	14,800	.0475
Gunnar Lund, Pub. & Ed.				
Tacoma, Wash.	Tidende	Fri.	5,500	.03
O. M. Overn, Pub. & Ed.				
Argonne Bldg.				
Eau Claire, Wis.	Reform	Th.	4,300	.0175
Fremad Publishing Co., Pub.—Waldemar Ager, Ed.				
Madison, Wis.	Amerika	Fri.	9,313	.03
Amerika Publishing Co., Pub.—Rasmus B. Anderson, Ed.				
Racine, Wis.	Folkets Avis	Fri	5,000	.025
C. Rasmussen Co.				
Superior, Wis.	Tidende	Fri.	5,000	.0275
Fuhr Publishing & Printing Co., Pub.—J. J. Fuhr, Ed.				
POLISH				
N. Britain, Conn.	Przewodnik Katolicki	Fri.	5,000	.025
Rev. Lucyan Bojnowski.				
Wilmington, Del.	Polonia	Fri.	2,800	.0275
Polonia Publishing Co., Pub.—J. Solizyk, Ed.				
Chicago	Dziennik Chicagoski	D exSun.	24,736	.08
Polish Publishing Co., Pub.—Felix Haczynski, Ed.				
	Dziennik Ludowy	D.	23,315	.08
		Sun.	25,000	.09
Polish Peoples Publishing Co., Pub.—Michael Sokolowski, Ed.				
	Dziennik Zjednoczenia	D exSun.	19,860	.06
Polish Roman Catholic Union of America, Pub.—Z. Stefanowic, Ed.				
	Dziennik Zwiaskowy	D exSun.	54,395	.14
Polish National Alliance, Pub.—J. Przyprawa, Ed.				
	Glos Folek	Th.	23,000	.10
Zwiazek Polak W. Ameryce.				
	Nedzielny Kuryer Polski	Sun.	30,000	.10
Kuryer Pub. Co., Pub.—N. K. Zlotnichi, Ed.				
	Polonia	Th.	6,700	.055
Polonia Pub. Co., Pub.—A. F. Bloch, Ed.				
	Robotnik Polski	Sun.	15,750	.08
Polish Peoples Pub. Co., Pub.—Adam Olszewski, Ed.				
	Tygodnik Zjednoczenia	Wed.	61,248	.14
Polish Roman Catholic Union of America, Pub.—Stefanowic, Ed.				
	Zgoda Tygodviowa	Th.	160,000	.28
Pol. Nat'l Alliance., Pub.—J. Przyprawa, Ed.				
South Bend, Ind.	Goniec Polski	Wed., Sat.	4,788	.03
Coniec Polski Printing Co., G. W. J. Kalczynski, Ed.				
Gary, Ind.	Glos Ludu	Fri.	7,500	.04
Antony Boerg, Pub. & Ed.				
Baltimore	Jednosc-Polonia	Sat.	8,800	.05
Polish American Pub. Co., Pub.—F. Markiewicz, Ed.				
Boston, Mass.	Kuryer Codzienny	D exSun.	15,600	.10
Kuryer Bostonski Publishing Co., Pub.—B. Kamienski, Ed.				
Chicopee, Mass.	Piast	Sat.	4,827	.035
Piast Pub. Co., Inc.				
Bay City, Mich.	Sztandar Polski	Th.	3,663	.015
Standard Pub. Co.				
Detroit, Mich.	Dziennik Ludowy	D/S.	11,000	.065
Polish Peoples Pub. Co.				
	Dziennik Polski	D exSun.	12,166	.06
Polish American Pub. Co., Pub.—J. Karasiewicz, Ed				
	Glos Robotniczy	D exSun.	15,250	.04
Executive Committee Polish Section Socialist Party, Pub.—W. Domwski, Ed.				
	Ognisko Demowe	Fri.	12,764	.03
Ognisko Domowe Pub. Co., Pub.—F S. Barc, Ed.				
	Rekord Codzienny	D exSun. ABC.	21,003	.11
Polonia Pub. Co.				
	Rekord Niedzielny	Sun.	22,586	.11
Polonia Pub. Co.				
St. Paul, Minn.	Nowiny Minnesockie	Fri.	1,040	.04
Minnesota Polish Pub. Co., Inc.				
St. Louis, Mo.	Przewodnik Polski	Th.	5.700	.04
Polish Publishing Co.				
Omaha, Neb.	Gwiazda Zachadu	Fri.	12,867	.05
Gwiazda Zachadu Pub. Co., Pub.—Thos. Koziol, Ed.				
Bayonne, N. J.	Nowiny	Sat.	9,000	.05
Nowiny Pub. Co., Inc.				
Elizabeth, N. J.	Glos Polski	Fri.	2,000	.0325
J. Aserko & J. J. Turek Pub. & Eds.				
Jersey City, N. J.	Glos Narodu	Th.	14,780	.055
Peter S. Prazmowski, Pub. & Ed.				
Newark, N. J.	Kronika	Fri.	12,355	.04
Kronika Pub. Co., Inc., Pub.—Frank Kempczynski, Ed.				
Trenton, N. J.	Nowiny Trentonskie	Sun.	2,000	.035
Andrew F. Czopek Pub. & Ed.				
Brooklyn, N. Y.	Czas	Fri.	7,800	.035
Czas Pub. Association, Pub.—Czeslaw Kozlowski, Ed.				
Buffalo, N. Y.	Dziennik dla Wszystkich	D/S.	21,313	.09
Everybody's Daily Pub. Co., Inc., Pub.—M. Nesterowicz, Ed.				
	Telegram	D/S.	15,873	.06
Buffalo Telegram, Inc., Pub.—M. Haiman, Ed.				
	Unista	Wed.	18,000	.04
Charles J. Urban, Pub. & Ed.				
New York	Kuryer Newyorski	D/S.	4,000	.08
Polish Illustrated N. Y. Courrier, Inc., Pub.—W. Wusza, Ed.				
	Kuryer Narodowy	D/S.	6,000	.06
Varsovia Pub. Co., Inc., Pub.—Wladyslaw Wusza, Ed.				

(Continued on page 251)

The Right Size Plot
The size and shape of the plot on which you erect your new building will have a direct effect on future costs. We have assisted several prominent newspapers in the satisfactory determination of this factor.
S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd St. New York

Get the 1923 population figures for Detroit—then you'll know why the
DETROIT TIMES
is over 200,000 daily and over 210,000 Sunday.
1920 census figures are "moth-eaten."

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY
They are best covered by the
Topeka Daily Capital
TOPEKA, KANSAS
Only Kansas Daily with a General Kansas Circulation
Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.
Supplies market data—does survey work—gives real co-operation.
Arthur Capper
PUBLISHER
MEMBER A. B. C.—A. N. P. A.

Few Papers—(If any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times
Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marlborough Bldg. New York — Lytton Bldg. Chicago

The Daily and Sunday
FOOD SERVICE
BY
Winifred Stuart Gibbs
Will Increase Your Home Circulation and Double Your Food Advertising
Scientific and Practical
Already Running in Twenty-Six Papers
Ask us for samples
THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Avenue, New York City

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

Detroit
Fourth Largest City
Complete coverage with one paper.
The Detroit News
Offers advertisers unusual opportunities

NEA NEA
WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.
Write for samples and rates.
NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 250)

	City	Newspaper	Publication Frequency	Circ.	Rate
POLISH—Continued					
	New York	Nowy Swiat	D/S. ABC	17,139	.10
Nowy Swiat Pub. Co., Inc.					
		Telegram Codzienny	D/S.	7,642	.07
Polish Daily Telegram Pub. Co., Inc., Pub.—W. A. Mazur, Ed.					
	Schenectady	Gazeta Tygodniowa	Fri.	4,000	.0225
C. S. Ogonowski, Pub. & Ed.					
	Syracuse, N. Y.	Polonia	Fri.	2,000	.025
Polonia Pub. Co.					
	Utica, N. Y.	Rekord Tygodniowy	Fri.	5,000	.025
F. Markon & M. Murczkiewicz, Pub.—Francis Markon, Ed.					
		Slowo Folskie	Tu., Fri.	2,000	.04
M. K. Gomolska,					
	Cleveland, O.	Gwiazda Zjednoczenia	Tu.	11,340	.06
A. Wielowiejski, Pub. & Ed.					
		Jutrzenka	Th.	14,050	.06
A. Wielowiejski, Pub & Ed.					
		Kuryer	Th.	14,038	.06
A. E. & W. T. Wielowiejski, Pub.—W. Wielowiejski, Ed.					
		Monitor Clevelandski	D exSun.	7,965	.075
United Pub. Co.					
		Wiadomosci Codzienne	D/S.	9,500	.0525
S. A. Dangel, Pub. & Ed.					
	Toledo, O.	Ameryka Echo	D.	24,320	.06
A. A. Paryski, Pub. & Ed.					
		Ameryka Echo	Sun.	105,000	.18
A. A. Paryski, Pub. & Ed.					
		Kuryer Katolicki	Th.	10,150	.035
Adam Solarczyk, Pub. & Ed.					
	Philadelphia, Pa.	Gazetta Narodowa	Sun.	4,000	.0175
Gazetta Narodowa.					
		Gwiazda	Th.	11,000	.045
Stephen M. Nowaczyk, Pub. & Ed.					
		Jednosc	Fri.	5,000	.03
Wm. Wendt, Pub.—F. J. Wendt, Ed.					
		Patrycta	Fri.	10,000	.045
T. Wasowicz, Pub. & Ed.					
		Przyjaciel Ludu	Sun.	10,000	.03
J. Lastowski, Pub. & Ed.					
	Pittsburgh, Pa.	Pittsburczanin	D exSun.	8,900	.06
Pittsburgher Polish Daily Pub. Co.					
		Sokol Polski	Th.	16,876	.08
Polish Falcons Alliance of America, Pub.—B. Mruczek, Ed.					
		Wielkopolanin	Th.	15,875	.05
Polish Ptg. & Pub. Co., Pub.—L. Machnikowski, Ed.					
	Scranton, Pa.	Republika Gornik	Sun.	15,140	.0475
John Dende, Pub. & Ed.					
		Straz	Th.	13,000	.05
Polish National Pub. Co.					
	Shenandoah, Pa.	Tygodnik Gorniczy	Sat.	4,200	.02
Polish Pub. Co., Pub.—W. Pietkiewicz, Ed.					
	Wilkes Barre, Pa.	Gornik	Wed., Sun.	17,150	.07
Gornik Pub. Corp., Inc.					
		Praca	Th.	6,401	.03
S. J. Tyburski, Pub. & Ed.					
	Wheeling, W. Va.	Polak w West Virginii	Fri.	3,470	.035
West Virginia Pole Pub. Co.					
	Milwaukee, Wis.	Kuryer Polski	D.	32,090	.08
Kuryer Pub. Co., Pub.—S. Zowski, Ed.					
		Kuryer Polski	Sun	51,233	.10
Kuryer Pub. Co.					
		Nowiny Polski	D exSun.	10,400	.065
Nowiny Pub. Co., Pub.—T. A. Jaziorkowski, Ed.					
	Stevens Point, W.	Gwiazda Polarna	Sat.	100,143	.18
Worzalla Pub. Co., Pub.—J. A. Worzalla, Ed.					
		Rolnik	Fri.	23,566	.06
Worzalla Pub. Co., Pub.—J. A. Worzalla, Ed.					
PORTUGUESE	Oakland, Cal.	Uniao Portugueza	Mon.	1,500	.035
Manuel F. M. Trigueiro, Pub.—Jos. S. Marshall, Ed.					
	San Francisco	Jornal de Noticias	Sat.	3,500	.0485
L. C. Silveira.					
	Tulare	O Lavrador Portugues	Mon., Th.	3,500	.0375
Arthur A. Avila and Alfred D. Silva, Pub. & Ed.					
	Fall River, Mass.	Novidades	Th.	4,200	.0425
Novidades Pub. Co., Pub.—John B. Machado, Ed.					
	N. Bedford, Mass.	A Alvorado Diaria	D exSun.	3,000	.02
Guilherme M. Luiz, Pub. & Ed.					
		O Independente	Th.	2,500	.02
Portuguese Newspaper Co., Pub.—Jose M. Almeida, Ed.					
		O Popular	Th.	3,000	.025
Polycarpo & Vieira-Antonio, Pub.—C. Vieira, Ed.					
ROUMANIAN	Cleveland, O.	America	D/S.	21,123	.09
Union of Roumanian Societies Pub. Co., Inc., Pub.—G. Stanculescu, Ed.					
		Foaia Foporului	Tu., Th.	9,000	.05
George M. Ungureanu, Pub. & Ed.					
	Youngstown, O.	Romanul	Sun.	17,325	.055
Romanul Co., Inc., Pub.—J. N. Barbu, Ed.					
RUSSIAN	San Francisco	Russian Life	Fri.	6,000	.07
Russian American Co-operative Assn., Pub.—Boris P. Lapatin, Ed.					
	Chicago	Free Russia	D exSun.	19,000	.04
Free Russia Pub. Co., Pub.—Gregory Baka, Ed.					
	New York	Nowy Mir	D exSun.	10,000	.10
Nowy Mir Pub. Co.					
	New York	Novoye Russkoye Slovo	D/S.	10,000	.12
Victor Shimkin, Pub.—Ivan Okuntsoff, Ed.					
		Russky Golos	D/S.	9,445	.07
Russky Golos Pub. Corp.					
	Philadelphia, Pa.	Pravda	Tu., Fri.	5,000	.06
Pravda Pub. Co.					
	Pittsburgh, Pa.	Russky Viestnik	Wed.	3,000	.035
Russian Orthodox Brotherhood.					
SERBIAN	San Francisco	Serbian Herald	Sat.	12,105	.03
Serbian Educational Society, Pub.—"Luca," Ed.					
	Chicago	United Serbian	Tu.	10,000	.10
John R. Palendech.					
	New York	Srpski Dnevnik	D exSun.	2,800	.06
Bozo Rankovich, Pub. & Ed.					
		Srkska Straza	Th.	10,000	.03
Serbian Sentinel Pub. Co.					
		Srbadia	S/M.	4,500	.0425
Loyal Serb Society Srbadia, Pub.—J. K. Duletich, Ed.					
	Pittsburgh, Pa.	Amerikanski Srbobran	D exSun.	6,000	.0575
United Society Srbobran-Sloga.					
	Bridgeport, Conn.	Telegraf	Tu., Fri.	4,000	.035
Slovak Catholic Pub. Co.					
SLOVAK	Chicago	Ludovy Dennik	D exSun.	16,500	.05
Ludovy Dennik Pub. Ass'n., Pub.—J. E. Chudatsik, Ed.					
		Slovenske-Americky Dennik	D exSun.	15,860	.05
Slovak American Pub. Ass'n.					
	Passaic, N. J.	Katolicky Sokol	Th.	6,000	.045
Roman & Greek Catholic Slovak Gymn. Union Sokol, Pub.—Gustav Kosik, Ed.					
	New York	Slovak v Amerike	D exSun.	18,500	.06
Slovak Press, Inc., Pub.—Christopher L. Orbach, Ed.					
		Slovensky Pokrok	Th.	5,000	.025
V. J. Nemec, Pub. & Ed.					
		New Yorske Dennik	D/S exMon.	9,000	.12
Slovak Newspaper & Book Co., Inc., Pub.—Michael Kovacik, Ed.					

(Continued on page 252)

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

RADIO
By Frank Chapman
Six years in Navy radio. Seven years with Marconi. Instructor Y. M. C. A. wireless school.
THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation 118,000
Sunday Circulation ...175,000
Member A. B. C.

FINING PRESS SYNDICATE
1161 Arcade Building, St. Louis
Features • Editorials • Specials
Unusual, Illustrated Features for Every Holiday
Expansion Plans Now in Preparation.
Standard in Every Respect.

To sell CANDY
for the sweet tooth of 9,000,000 people in the New York market use the paper that is
FIRST in CANDY advertising
NEW YORK EVENING JOURNAL

SEE THAT THIS GREAT STATE IS PUT ON YOUR ADVERTISING LIST

ILLINOIS

Illinois, the third most populous state, is the center of mighty railroads, vast grain and meat packing industries, the dominating core of the progressive West, with vessels and barges crowding its numerous waterways, and offers unique opportunities to the National Advertiser and Manufacturer.

Illinois has 237,181 farms with 31,974,775 acres and produces crops whose value exceeds $850,000,000 annually.

Even with this great agricultural activity, Illinois' industrial interest far exceeds its agricultural.

Illinois ranks third in the country in point of view of manufacturing. It has 18,500 manufacturing establishments with a total product valued at over $5,400,000,000.

These establishments pay out over $1,000,000,000 annually to their workers.

In Illinois, producer and consumer have a common meeting ground. Both come from all over the country to buy and sell.

Illinois is a great commercial state and a great market.

The Illinois daily newspapers listed below cover this great state and co-operate with manufacturers in creating and maintaining sales.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News	(E)	16,351	.055	.055
Bloomington Pantagraph	(M)	17,841	.05	.05
††Chicago Herald-Examiner	(M)	337,364	.55	.55
††Chicago Herald-Examiner	(S)	754,601	1.00	1.00
Chicago Daily Journal	(E)	117,483	.26	.24
††Chicago Tribune	(M)	567,628	.80	.80
††Chicago Tribune	(S)	877,467	1.15	1.15
**La Salle Tribune	(E)	3,041	.025	.025
**Moline Dispatch	(E)	10,148	.045	.045
†Peoria Journal-Transcript	(M&E)	32,648	.03	.03
**Peoria Star	(E)	27,083	.075	.06
††Rock Island Argus	(E)	10,405	.045	.045
**Sterling Gazette	(E)	5,755	.03	.03

†Government Statement, April 1, 1923.

**A. B. C. Statement, Sept. 30, 1923.

††Government Statement, Sept. 30, 1923.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 251)

	City	Newspaper	Publication Frequency	Circ.	Rate
SLOVAK—Continued					
	Cleveland, O.	Denny Hlas	D exSun.	14,463	.06
Slovak Ptg. & Pub. Co.					
	Cleveland, O.	Zenska Jednota	S/M.	24,941	.055
Slovak Women's Union.					
	Youngstown, O.	Slovenske Noviny	Fri.	3,200	.04
United Ptg. Co., Pub.—M. Mraz, Ed.					
	Hazleton, Pa.	Slovensky Obcan	Fri.	7,735	.05
Janosov Pub. Co.					
	Middletown, Pa.	Jednota	Wed.	38,662	.095
First Catholic Slovak Union of America.					
		Americky Slovak	Mon., Th.	10,000	.035
International Ptg. Co., Pub.—P. Jamreska, Ed.					
	Pittsburgh, Pa.	Amerikansko Slovenske Noviny	Wed.	15,000	.08
American Slavonic Gazette Pub. Co.					
		Narodne Noviny	Wed.	28,752	.0625
National Slovak Society, Pub.—Ivan Bielek, Ed.					
		Narodny Dennik	Tu., Th., Fri.	12,500	.07
American Slovak Pub. Co., Inc., Pub.—Ladislaw Plech, Ed.					
		Slovensky Hlasnik	Th.	11,200	.035
Slavonic Evangelical Union of America, Pub.—Karol Belohlavek, Ed.					
	Scranton, Pa.	Obrana	Tu., Fri.	12,500	.05
Obrana Pub. Co., Pub.—Karol Stiasny, Ed.					
	Wilkes Barre, Pa.	Bratstvo	Th.	16,000	.10
Bratstvo Pub. Co., Pub.—Richard C. Chladek, Ed.					
SLOVENIAN	Chicago	Edinost	Tu., Th., Sat.	5,200	.035
Edinost Pub. Co.					
	Chicago	Glas Svobode	Mon., Wed., Fri.	22,503	.07
Glas Svobode Printing & Publishing Co., Pub.—Martin V. Konda, Ed.					
		Proletarec	Th.	9,120	.035
Jugoslav Workmen's Publishing Co.					
		Prosveta	D exSun.	11,428	.0715
		Prosveta	Wed	24,361	.1075
Slovenic National Benefit Society, Pub.—Joseph Zavertnik, Ed.					
	Joliet, Ill.	Slovenian Amerikanski Slovenec	Tu, Fri.	2,800	.03
The Commonwealth Ptg. Co., Pub.—E. A. Koehl, Ed.					
	New York City	Glas Naroda	D/S.	10,350	.075
Slovenic Pub. Co., Pub.—Janez Tercek, Ed.					
	Cleveland, O.	Ameriska Domovina	Mon., Wed., Fri.	5,587	.045
American Home Pub. Co., Pub.—Louis J. Pirc, Ed.					
		Cas	M.	19,547	.1075
Cas Pub. Co., Pub.—Frank Kerza, Ed.					
		Enakopravnost	D.	7,175	.05
American-Jugoslav Ptg. & Pub. Co., Inc., Pub.—Vatro Grill, Ed.					
		Glasilo K. S. K. Jednote	Wed.	12,400	.07
Grand Carmolian Slovak Catholic Union, Pub.—J. B. Zupan, Ed.					
	Milwaukee, Wis.	Slovenija	Fri.	1,337	.03
Frank X Veranich, Pub. & Ed.					
SPANISH	Tucson	Tucsonense	Tu., Th., Sat.	1,365	.025
Commercial Print Co., Pub.—F. S. Moreno, Ed.					
	Los Angeles	Heraldo de Mexico	D/S exMon.	5,000	.035
F. Marburg Y Cis, Pub.—Juan De Heras, Ed.					
		La Prensa	Sat.	2,200	.035
International Pub. Co.					
	San Diego, Cal.	Hispano Americano	Sat.	2,000	.0225
Spannish American Pub. Co., Pub.—H. Limon, Ed.					
	San Francisco	Hispano America	Sat.	5,600	.03
La Chronica, Inc., Pub.—Julio G. Arce, Ed.					
	Antonito, Colo.	Aurora	Fri.	600	.015
John G. Jeantet, Pub. & Ed.					
	San Luis, Colo.	Heraldo del Valle	Sat.	1,050	.015
J. R. Valdez, Pub. & Ed.					
	Tampa, Fla.	La Prensa	D exSun.	3,800	.03
Prensa Pub. Co., Pub.—J. Cortez Labra, Ed.					
		Heraldo Dominical	Sun.	7,000	.03
El Heraldo Dominical Pub. Co., Pub.—Jose De La Campo Gonzalez, Ed.					
	Albuquerque, N.M.	Bandera Americana	Fri.	1,200	.0175
Bandera American Pub. Co., Pub.—F. M. Chacon, Ed.					
	Belen, New Mex.	Hispano Americano	Sat.	600	.015
Arthur E. Flores, Pub. & Ed.					
	East Las Vegas	Voz del Pueblo	Sat.	2,500	.025
Martinez Pub. Co., Pub.—Jose Mena Costello, Ed.					
	Las Cruces, N. M.	La Estrella	Sat.	1,200	.0225
Guillermo P. Lapoint, Pub. & Ed.					
	Las Vegas, N. M.	El Independiente	Th.	2,300	.02
Independiente Pub. Co., Pub.—F. M. Chacon, Ed.					
	Mountain Air, N. M.	El Independiente	Sat.	600	.0175
Mountainair Ptg. Co., Pub.—P. A. Speckman, Ed.					
	Santa Fe, N. M.	Nuevo Mexicano	Th.	3,000	.025
Santa Fe New Mexican Pub. Corp., Inc., Pub.—E. Dana Johnson, Ed.					
	Socorro, N. M.	Denfensor del Pueblo	Fri.	900	.015
A. C. Torres, Pub. & Ed.					
	Taos, N. M.	Boletin Popular	Wed.	1,465	.025
El Boletin Popular Pub. Co., Pub.—E. D. Armijo, Ed.					
		Revista de Taos	Fri.	1,600	.0225
Taos Ptg. & Pub. Co., Inc., Pub.—Isidoro Armijo, Ed.					
	Tierra Amarilla	Nuevo Estado	Mon.	2,300	.0175
El Nuevo Estado Pub. Co., Pub.—E. M. Valdez, Ed.					
	New York	Nueva Democracia	M.	1,853	.1425
Committee on Co-operation in Latin America, Pub.—Juan Ortis Gonzalez, Ed.					
		La Prensa	D/S. ABC	8,343	.10
La Prensa Pub. Co. of N. Y., Inc.					
	El Paso, Tex.	La Patria	D/S exMon.	8,054	.04
Compania Editora de la Patria, Pub.—Silvestre Terrazas, Ed.					
		Revista Catolica	Sun.	11,471	.08
Jesuit Fathers, Pub. & Ed.					
		Revista Illustrada	M.	4,000	.09
Camilo Padilla, Pub. & Ed.					
	Laredo, Tex.	Anunciador de Laredo	W.	2,000	.025
Idar Pub. Co., Pub.—Eduardo Idar, Ed.					
	San Antonio, Tex.	Epoca	Sun.	7,000	.03
La Epoca Pub. Co., Pub.—Jose Quiroga, Ed.					
		L'Imparcial de Texas	Th.	9,500	.04
F. A. Chapa, Pub. & Ed.					
		La Prensa	D/S.	17,355	.0575
		La Prensa	Wed.	12,000	.04
Ignacio E. Lorzano, Pub. & Ed.					
SWEDISH	Los Angeles	Calif. Veckoblad	Th.	5,800	.03
Alfred Haij, Pub. & Ed.					
	San Francisco	Vestkusten	Th.	4,760	.03
West Coast Pub. Co., Pub.—Alex Olsson, Ed.					
	Turlock, Cal.	Missionstidningen	Th.	....	....
Edwin Ulberg.					
	N. Britain, Conn.	Osterns Weckoblad	Wed.	4,000	.03
New Eastern Weekly Pub. Co.					
	Chicago	Chicago Bladet	Tu.	9,400	.055
Chicago Bladet Pub. Co.					
		Forbundets Veckotidning	Tu.	9,766	.055
Covenant Book Concern, Pub.					
		Missions Vannen	Tu.	15,000	.0545
Mission Friend's Pub. Co.					
		Sandebudet	Tu.	5,000	.035
The Methodist Book Concern.					
		Svenska Amerikanaren	Th. ABC	57,170	.10
Swedish American Ptg. Co.					
		Svenska Kuriren	Th.	47,276	.13
Alex J. Johnson, Pub. & Ed.					

(Continued on page 254)

THE SOUTH
OF TODAY

THE new South is of modern scientific construction. It is established upon a secure basis of diversified production and trade.

The volume of the following diversified revenue producing activities strikingly show great expansion in the South's growth.

AGRICULTURE	**$5,900,000,000**	**MANUFACTURES**	**$9,808,000,000**
MINERALS produced	**2,285,000,000**	**PETROLEUM barrels**	**254,239,000**
LUMBER CUT feet	**16,648,614,000**	**PIG IRON tons**	**4,402,000**
COAL MINED tons	**169,957,000**	**COKE MADE tons**	**8,439,000**

This diversified industrial progress has created a dependable year 'round field for a wide range of commodities.

The people of the South have money to buy what they need for the comfort of their homes and the upbuilding of the community.

There is one way to reach this market and that is through daily newspaper advertising.

These are the dailies to use to reach the buyers in their respective communities.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Birmingham Age-Herald (M)	29,113	.08	.08
*Birmingham Age-Herald (S)	33,721	.10	.10
**Birmingham News (E)	72,847	.15	.15
**Birmingham News (S)	50,451	.15	.15
Mobile News-Item (E)	10,392	.05	.05
Mobile Register (M)	21,264	.07	.07
Mobile Register (S)	32,715	.085	.056
*Montgomery Journal (E)	17,446	.06	.06
FLORIDA			
**Florida Times-Union. Jacksonville..(M&S)	36,159	.09(.108)	.09(.108)
Pensacola News (E)	4,750	.03	.03
Pensacola News (S)	6,100	.03	.03
†St. Petersburg Independent (E)	5,420	.03	.03
*Tampa Times (E)	14,009	.05	.05
*Tampa Tribune (M&S)	22,411	.07(.088)	.06(.078)
GEORGIA			
††Augusta Herald (E)	13,438	.05	.05
††Augusta Herald (S)	13,438	.05	.05
**Macon Telegraph (M)	25,422	.07	.07
**Macon Telegraph (S)	26,350	.07	.07
**Savannah Morning News (M) 20,552..(S)	22,437	.06(.078)	.06(.078)
KENTUCKY			
**Lexington Leader (E)	17,761	.05	.05
**Lexington Leader (S)	17,827	.05	.05
††Paducah Sun (E)	7,920	.03	.03
NORTH CAROLINA			
††Asheville Times (E)	8,969	.04	.04
†Asheville Citizen (M)	12,975	.045	.045
†Asheville Citizen (S)	11,730	.045	.045
**Greensboro Daily News (M)	21,530	.07	.06
**Greensboro Daily News (S)	29,308	.07	.07
**Raleigh News and Observer (M)	26,423	.06	.06
**Raleigh News and Observer (S)	30,943	.06	.06
*Winston-Salem Sentinel (E)	13,653	.05	.05
SOUTH CAROLINA			
**Columbia State (M)	23,236	.06	.06
**Columbia State (S)	24,286	.06	.06
Greenwood Index Journal (E&S)	4,185	.025	.025
Spartanburg Journal (E)	4,165	.04	.04
Spartanburg Herald (M) 5536 (S)	7,156		
TENNESSEE			
**Chattanooga Times (M)	24,058	.07	.07
**Chattanooga Times (S)	24,145	.07	.07
††Nashville Banner (E)	47,738	.10	.10
††Nashville Banner (S)	47,782	.11	.11
VIRGINIA			
*Alexandria Gazette (E)	3,900	.025	.025
**Bristol Herald Courier (M&S)	8,714	.04	.04
**Danville Register and Bee (M&E)	12,952	.05	.05
Newport News Times-Herald (E)	9,041	.05	.05
Newport News Daily Press (S&M)	6,051		
**Roanoke Times & World-News (M&E)	23,964	.07	.06
**Roanoke Times (S)	16,876	.07	.06
††Staunton News-Leader (M), Leader..(E)	6,292	.03	.03

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.

287%
GAIN

The value of products of all mines and quarries, petroleum and natural gas in

WEST VIRGINIA

according to the latest figures show a gain of 287 per cent.

The State ranks first in output of natural gas, second in production of coal, and eighth in petroleum output.

It has many manufacturing establishments of great importance including the largest pottery, largest drug and extract factory, largest stogie factory, largest axe factory and largest sheet glass factory in the world.

It ranks sixth in the steel works and rolling mill industry and among the first in the production of glass and glassware.

As a market of about 1,500,000 people it takes the widest variety of commodities, and BUYS with astonishing liberality, all the best advertised specialties that use these Daily West Virginia newspapers.

		Circulation	Rate for 5,000 lines
Bluefield			
**Telegraph	(M)	10,495	.04
Charleston			
**Gazette	(M)	19,007	.06
**Gazette	(S)	24,135	.07
Clarksburg			
*Exponent	(M&S)	8,001	.03
**Telegram	(E)	10,410	.04
**Telegram	(S)	13,198	.045
†Fairmont Times	(M)	7,675	.03
Huntington			
††Advertiser	(E)	10,598	.035
**Herald-Dispatch	(M)	13,506	.035
**Herald-Dispatch.	(S)	13,458	.04
Martinsburg			
*Journal	(E)	4,037	.03
Parkersburg			
††News	(M)	7,327	.025
††News	(S)	8,919	.025
**Sentinel	(E)	7,486	.03
Wheeling			
†Intelligencer	(M)	12,797	.0325
†News	(E)	15,261	.05
†News	(S)	18,719	.07

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES BY LANGUAGES

(Continued from page 252)

	City	Newspaper	Publication Frequency	Circ.	Rate
SWEDISH—Continued					
	Chicago, Ill.	Svenska Standaret	Tu. ABC	8,292	.055
Swed. Baptist General Conference of America, Pub.—Wald Skoglund, Ed.					
		Svenska Tribunen Nyheter	Wed. ABC	50,672	.18
Swedish Publishing Co., Inc.					
	Rock Island, Ill.	Augustana	Th.	18,705	.08
Augustana Book Concern, Pub.—L. G. Abramson & C. Kraft, Ed.					
	Cedar Rapids, Ia.	Kvinden og. Hjemmet	M.	58,961	.30
N. Fr. Hansen Pub. Co., Pub.—Mrs. Ida Hansen, Ed.					
	Sioux City, Ia.	Svenska Monitoren	Fri.	7,500	.035
Swedish Monitor Pub. Co., Pub.—Mrs. Lillian Hampuson, Ed.					
	Lindsborg, Kan.	Posten	Tu.	1,200	.0175
Bethany Ptg. Co., Pub.—Dr. C. A. Dorf, Ed					
	Lynn, Mass.	Vasastjernan	M.	7,125	.0475
F. Ortengren, Pub. & Ed.					
	Worcester, Mass.	Svea	Wed.	35,947	.14
Svea Pub. Co., Pub.—A. H. Trulson, Ed.					
		Twin Ports Ed. of Svenska			
	Duluth, Minn.	Amerikaniska Posten	Fri.	8,600	.055
Magnus Martinson Pub. & Ed.					
	Minneapolis	Svenska Amerikanska Posten	Wed	54,812	.18
Magnus Martinson, Pub. & Ed.					
		Svenska Folkets Tidning	Wed.	29,899	.09
Swedish Ptg. Co., Pub.—Andrew G. Johnson, Ed.					
		Svenska Roman-Bladet	Sat.	8,000	.03
Carl L. Oleson.					
		Veckobladet	Tu.	7,000	.06
Minneapolis Veckoblad Pub. Co., Pub.—Erik Darhheim, Ed.					
	St. Paul, Minn.	Minnesota Stats Tidning	Wed.	8,200	.0475
Minnesota Stats Tidning, Inc.					
	Brooklyn, N. Y.	Finska Amerikanaren	Th.	5,875	.0515
N. Y. Finnish Pub. & Ptg. Co., Pub.—E. J. Antell, Ed.					
	Jamestown, N. Y.	Skandia	Th.	5,577	.035
Liberty Ptg. Co., Inc., Pub.—C. E. Lindstone, Ed					
		Vart Land	Th.	2,300	.0175
Vart Land Co., Pub.—Samuel A. Carlson, Ed.					
	New York	Arbetaren	Th.	7,500	.035
Scandinavian Socialist Labor Federation.					
		Nordstjernan	Fri.	11,778	.12
Nordstjernan Pub. Co.					
	Omaha, Nebr.	Omaha-Posten	Th.	15,000	.05
Omaha-Postin Pub. Co., Pub.—O. M. Nelson, Ed.					
	Portland, Ore.	Oregon Posten	Wed.	3,100	.035
F. W. Lonegren, Pub. & Ed.					
	Austin, Tex.	Texas Posten	Th.	4,572	.035
Texas Poster Pub. Co., Pub.—J. M. Ojerholm, Ed.					
	Salt Lake City	Utah Posten	Wed.	2,600	.02
Utah Posten Pub. Co.					
	Seattle, Wash.	Svenska Pacific Tribunen	Th.	9,500	.0375
Pacific Tribune Pub. Co., Inc., Pub.—Mils Gillgren, Ed.					
	Tacoma, Wash.	Puget Sound Posten	Th.	1,600	.025
T. Sandergren, Pub. & Ed.					
UKRAINIAN	Chicago	Osa	S/M.	10,000	.05
P. Markevych, Pub. & Ed.					
		Ukraina	Sat.	5,000	.025
Ukrainian Pub. Co., Inc.					
	Jersey City, N. J.	Svoboda	D/S.	18,000	.05
Ukrainian National Ass'n. Inc., Pub.—Emil Reviewk, Ed.					
	Olyphant, Pa.	Nowe Zyttia	S/M.	2,000	.025
Concord of Olyphant Societies, Pub.—J. Hundich, Ed.					
	Philadelphia, Pa.	America	Tu., Th., Sat.	7,500	.03
Ukrainian Catholic Ass'n. of Providence., Pub.—Anthony Curkowsky, Ed.					
	Scranton, Pa.	Narodna Wola	Tu., Th., Sat.	10,200	.045
Ukrainian Working Men's Ass'n.					
	Wilkes Barre, Pa.	Svit	Th.	4,800	.03
Russian Orthodox Catholic Mutual Aid Society, Pub.—Rev. Peter Kohanik, Ed.					
WELSH	Utica, N. Y.	Y Drych	Th.	3,737	.055
Thomas J. Griffiths.					

NEWSPAPERS OF CUBA

City, Population and Newspapers	Circulation	Advertising Rates	Publisher	Editor
BANES, 5000				
El Pueblo (E)	1,000	...	Fernando Rodriguez	
BAYAMO, 3,022				
Heraldo de Bayamo	.....	.25	Palacio & Co.	Dr. Feo Soto
CIENFUEGOS, 80,000				
El Comercio (M)	.....	.30	Pedro Antonio Aragones	
HAVANA, 500,000				
El Mundo	.....	1.20	Antonio G. Mora	
Heraldo de Cuba (A) (D-S)	.....	.80	Dr. Orestes Ferrara	Augustin Lazo
Dario de la Marina (M-E)	.....	1.10	Jose I. Rivero	
El Triunfo (M)	.....	.50	Modesto Morales Diaz	
Avisador Comercial (E)	5,000	.60*	Soland Garcia, S. en C.	
La Prensa (E)	.....	...	Compania Mundial	Dr. Juan O'Naghten
La Noche (E)				
Mercurio (D)	.....	...	Jose M. Capmany	E. Taboada
Post (D)	.....	.80	Havana Post Corporation	J. T. Wilford
Telegram (D)	.....	.80	Havana Telegram Co.	Glenn Alter
MATANZAS, 60,000				
El Regional	2,000	.10	Carmelo Saavedra Mato	Aurora de Yumbri
El Correo de Matanzas	1,300	.10	La Pluma de Bros.	Manuel Albuerne
La Nueva Aurora	6,000	.18	Corpus H. Iraeta Leucona.	
El Republicano	3,500	.10	Seles & Henos	
SANTIAGO, 100,000				
El Cubano Libre	2,000	.20	Daniel Fajardo	
La Independencia (E)	3,000	...	Juan E. Ravelo	

Note—Rates quoted are per inch column width. (E) indicates evening newspapers. (M) indicates morning newspapers.

CHANGES IN NAMES

Anaheim (Cal.) Orange County News-Herald to Anaheim Herald.
Cleveland Commercial to Cleveland Times and Commercial.
Fargo (N. D.) Courier-News to Fargo Tribune.
Hudson (N. Y.) Republican to Hudson Star, July 2.
Lancaster (Pa.) Examiner and New Era to Lancaster New Era (and Examiner).
Mexia (Tex.) Evening News to Mexia Daily News.
Miami (Fla.) Metropolis to Miami News-Metropolis.
New Bedford Times to New Bedford Sun.
New York Morning Call to New York Evening Leader.
Reading (Pa.) News-Times to Reading Times.
Redondo (Cal.) South Beach Daily Breeze to Redondo Breeze.
Santa Ana (Cal.) Orange County News-Herald to Santa Ana News.
San Luis Obispo (Cal.) Obispan to Morning Herald.
Venice (Cal.) Vanguard & Herald to Venice Vanguard & Ocean Park Herald.
Virginia (Minn.) Daily Virginian to Virginia Daily Press.

The Greatest Market on the Face of the Earth

NEW YORK STATE

With 49,204 square miles, New York State has more possible customers for any kind of merchandise than any other state and in some cases, groups of states.

There are more possible customers per square mile than in any similar stretch of country in America.

THIS GREAT MARKET UNIT RANKS

FIRST IN POPULATION
FIRST IN MANUFACTURES
FIRST IN ASSESSED VALUATION
FIRST IN TOTAL BANK RESOURCES
FIRST IN MOTOR VEHICLES

New York is a state of the greatest newspaper circulation—the state which leads all others in the number of its daily newspapers. The population of the cities represented in this list is over seven million people, or 70% of the population of the entire state.

Daily newspaper advertising is the thing—daily newspaper advertising in New York State will reap results for any National Advertiser.

The daily newspapers, as listed here cover the best part of the best ground in the country.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	14,226	.08	.08
**Albany Knickerbocker Press (M)	31,988	.10	.10
**Albany Knickerbocker Press (S)	49,311	.10	.10
††Auburn Citizen (E)	6,331	.04	.035
**Batavia Daily News (E)	8,586	.04	.04
**Brooklyn Daily Eagle (E)	61,526	.22	.22
**Brooklyn Daily Eagle (S)	74,418	.22	.22
*Buffalo Courier and Enquirer (M&E)	82,865	.18	.18
*Buffalo Courier (S)	120,758	.25	.22
†Buffalo Evening News (E)	119,573	.21	.21
††Buffalo Evening Times (E)	94,385	.18	.18
††Buffalo Sunday Times (S)	98,699	.18	.18
**Corning Evening Leader (E)	7,789	.04	.04
†Elmira Star-Gazette (E)	24,866	.11	.08
**Geneva Daily Times (E)	5,537	.04	.04
**Glens Falls Post-Star (M)	8,125	.035	.035
††Gloversville Leader Republican (E)	6,709	.03	.03
†Gloversville Morning Herald (M)	5,605	.035	.035
**Ithaca Journal-News (E)	7,367	.04	.04
**Jamestown Morning Post (M)	10,292	.05	.03
**Middletown Times-Press (E)	6,000	.03	.03
**Mount Vernon Daily Argus (E)	8,757	.04	.04
††Newburgh Daily News (E)	11,108	.05	.05
New Rochelle Standard-Star (E)	7,000	.04	.04
††New York Evening Mail (E)	170,327	.45	.42
**The New York Herald (M)	163,864	.49	.45
**The New York Herald (S)	175,900	.49	.45
†††The Sun and The Globe, New York (E)	235,513	.60	.53
††New York Times (M)	333,498	.65	.637
††New York Times (S)	535,542	.85	.784
*New York Tribune (M)	136,842	.40	.38
*New York Tribune (S)	136,239	.40	.36
††New York World (M)	355,015	.595	.58
††New York World (S)	571,364	.595	.58
††New York Evening World (E)	275,291	.595	.58
††Niagara Falls Gazette (E)	15,894	.055	.055
††Port Chester Item (E)	4,409	.03	.03
†Poughkeepsie Star and Enterprise (E)	11,743	.05	.05
††Rochester Times-Union (E)	84,932	.20	.18
*Syracuse Journal (E)	41,285	.12	.12
**Troy Record (M&E)	23,427	.05	.05

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government Statement, Sept. 30, 1923.
††† The Sun and The Globe merged June 4. Figures are 2 months on The Sun and 4 months The Sun and The Globe.

INDEX TO INTERNATIONAL YEAR BOOK CONTENTS

A

PAGE

Advertising Agencies—
of Canada 152-154
of France 69
of Great Britain 178-190
of Hawaii 126-150
of Porto Rico 126-150
of United States 126-150
Recognized by American Newspaper Publishers Association 126-150
Recognized by Canadian Daily Newspapers' Association 126-154
Recognized by Local Publishers—(Agent's Statements) 126-154
Recognized by Southern Newspaper Publishers Association 126-154
Recommended for Recognition by Agricultural Publishers' Association.126-154
Recommended by Periodical Publishers Association 126-154
Approved by Associated Business Papers, Inc. 126-154
Space Buyers of.....126-154
Advertising—
Associations and Clubs, British.....192-194
Canadian 226
United States 226
Books on 208
Clubs of World in London..... 192
Court Decisions Affecting..... 212
In France 204
Legislation Affecting 200
Managers, Canadian Newspapers.....216-220
Managers, U. S. Daily Newspapers.... 18-63
Newspaper Lineage 1914-1922..... 82-84
Rates, British Newspapers.....158-170
Rates, Canadian Newspapers.....216-220
Rates of Cuban Newspapers..... 254
Rates Leading French Dailies..... 204
Rates, Newspapers and Magazines.... 72-81
Rates, Newspapers of Ireland.....173-174
Rates, Newspapers of Scotland.....170-173
Rates, Newspapers of Wales.....174-178
Rates, U. S. Daily Newspapers..... 18-63
Rates, U. S. Morning Newspapers.... 18-63
Rates, U. S. Newspaper local..... 18-63
Rates, U. S. Newspapers National.... 18-63
Schools, Great Britain..... 200
Special Representatives of Newspapers Canada 202
Special Representatives of Newspapers, U. S. 206-224
Alabama Newspapers 18
Alaska Newspapers 18
American Newspapers 18-63
Anglo American Press of Paris..... 69
Anniversaries U. S. Newspapers..... 77
Arizona Newspapers 18-19
Arkansas Newspapers 19
Associations—
Advertising U. S..... 226
of Belgium 194
British 198-200
Foreign Advertising 200
of France 194
Newspapers 225
Press 225
Publishers 225
Audit Bureau of Circulations—
Daily Newspaper Analysis.....90-109

B

Books 208-210
Advertising 208
Circulation 208
Collections of Editorials..... 208
Country Weeklies 208
Editorial Writing..... 208
Foreign Language Press..... 210
For Journalism Schools..... 210
House Organs 210
Journalistic 208-210
Miscellaneous 210
Newspaper Ethics 208
Newspaper Making 208
News-Writing 208-210
On Schools of Journalism..... 210
Proofreading 210
Vocational Training 208
British Advertising Assns. and Clubs..192-194
Advertising Agencies 178-190
Associations of Journalists.....190-194
Industries 158
Journalism Histories 210
Journalists Assns.....198-200
Newspapers 158-170
Newspaper Associations.....198-200
Newspaper Page Sizes.....158-170
Schools of Printing..... 227
Business Managers—
Canadian Newspapers 216-220
U. S. Newspapers..... 18-63
Buildings, New Newspaper..... 77

C

California Newspapers..... 19-23
Canada—
Advertising Agencies of.....152-154
Consolidations 200
Court Decisions Affecting Newspapers and Advertising 212
Necrology 69
New Homes Erected by Newspapers.... 77
Newspapers of 216-220
Newspaper and Job Mechanical Superintendents 216-220
Newspaper Rates 216-220
Newspapers Sold 69
Newspaper Celebrations 69
Newspapers, Advertising Managers of 216-220
Newspapers, Business Managers of..216-220
Newspapers, Circulation Managers of 216-220
Newspapers, Circulations of.....216-220
Newspapers, City Editors of.....216-220
Newspapers, Classified Advertising Managers 216-220
Newspapers Consolidations .....
Newspapers, Editors of.....216-220
Newspapers, General Managers of....216-220
Newspapers, Managing Editors of....216-220
Newspapers, Merchandising Papers of.. 202
Newspaper Price Changes.....216-220
Newspapers, Publishers of.....216-220
Newsprint Production, Consumption mills and capacity..... 226
Ready Reckoner, Newspaper Rates and Circulations 71
Celebrations—
Canadian Newspapers 69
U. S. Newspapers..... 77
Changes in Name of Newspapers..... 254
Circulation—
Books on 208
Cuban Newspapers 254
Newspapers and Magazines..... 72-81
English Newspapers 158-170
U. S. Newspapers..... 18-63
Circulation Managers—
Canadian Newspapers 216-220
U. S. Daily Newspapers..... 18-63
City Editors—
Canadian Newspapers 216-220
U. S. Newspapers..... 18-63
Classified Advertising Managers—
Canadian Newspapers 216-220
U. S. Newspapers..... 18-63
Clubs—
Advertising, U. S..... 226
British Advertising 198-200
Foreign 194-200
Newspaper, U. S..... 225
Press, U. S..... 225
Colorado Newspapers 23
Connecticut Newspapers..... 23-24
Consolidations—
Canadian newspapers 200
U. S. Newspapers..... 74
Correspondents—
Foreign Newspapers U. S..... 227
Out of town newspapers, New York.... 184
Country Weeklies—
Books on..... 208
Court Decisions—
Affecting Advertisers and Newspapers, Canada 212
Affecting Newspapers and Advertising U. S. 212
Cuba—
Newspapers 254
Newspaper editors..... 254
Newspaper advertising rates..... 254
Newspaper circulations..... 254
Newspaper publishers..... 254

D

Delaware Newspapers 24
Daily Newspaper—
Consolidations, U. S..... 74
Editors, U. S..... 18-63
General Managers, U. S..... 18-63
Publishers, U. S..... 18-63
Sales, Canadian 64-69
Sales, U. S..... 64-69
Special Advertising Representatives of, Canada 202
Special Advertising Representatives of, U. S. 206-224
District of Columbia Newspapers..... 24

E

Editorials, Collections of..... 208
Editorial Writing, Books on..... 208
Editors, Canadian Newspapers.....216-220
Editors, City, U. S..... 18-63
Cuban Newspapers 254
Managing, U. S..... 18-63
Merchandising Papers, Canada..... 202
Merchandising Papers, U. S.....222-224
of U. S. Daily Newspapers..... 18-63
English Newspapers Advertising Rates..158-170
Newspaper Circulation 158-170
Evening Newspapers Advertising Rates.. 18-63
Executive Personnel, U. S. Daily Newspapers 18-63

F

Fiction, Books 210
Florida Newspapers 24-25
Foreign—
Advertising Clubs 192-194
Correspondents in U. S..... 227
Language Press, Books on..... 210
Foreign Language Press—U. S. 228-241
A. B. C. Reports on..... 109
of Arizona 228
of Arkansas 228
of California 228
of Colorado 228
of Connecticut 228
of Delaware 228
of Florida 228
of Illinois 228-230
of Indiana 230
of Iowa 230
of Kansas 230
of Kentucky 230
of Louisiana 230
of Maine 230
of Maryland 230
of Massachusetts 230-232
of Michigan 232
of Minnesota 232
of Missouri 232
of Nebraska 232
of Nevada 232
of New Hampshire 232
of New Jersey 232-234
of New Mexico 234
of New York 234-238
of North Dakota 238
of Ohio 238-239
of Oklahoma 239
of Oregon 239
of Pennsylvania 239-240
of Rhode Island 240
of South Dakota 240
of Tennessee 240
of Texas 240
of Utah 241
of Washington 241
of West Virginia 241
of Wisconsin 241
Publication frequency 228-241
Publishers of 228-241
Editors of 228-241
Advertising Rates of 228-241
Circulations of 228-241
Albanian 241
Arabic 241-242
Armenian 242
Assyrian 242
Bohemian 242
Bulgarian 242
Carpatho-Russian 242
Chinese 242-243
Croatian 243
Esthonian 243
Finnish 243
French 243
German 243-246
Greek 246
Hollandish-Flemish 246
Hungarian 246-247
Italian 247-248
Japanese 248
Jewish 248-249
Korean 249
Lithuanian 249
Norwegian-Danish 249-250
Polish 250-251
Portuguese 251
Roumanian 251
Russian 251
Serbian 251
Slovak 251-252
Slovenian 252
Spanish 252
Swedish 252-254
Ukrainian 254
Welsh 254
Foreword 17

G

General Managers—
Canadian Newspapers 216-220
U. S. Newspapers..... 18-63
Georgia Newspapers 25-26
Great Britain—
Advertising Agencies of..... 178
Advertising Associations and Clubs..190-194
Journalists Assns. 194
Newspaper Associations 190-194
Printing Schools 200

H

Hawaii—
Newspapers 26
High Schools, Journalism Books for....208-210
Histories, of American Journalism..... 210
of British Journalism..... 210
of New York Newspapers..... 210
House Organs, Books on..... 210

I

Idaho Newspapers 26
Illinois Newspapers 26-29
Indiana Newspapers 29-31
Industries, Great Britain..... 158
Instruction in journalism and advertising, Great Britain 200
Iowa Newspapers 31-32
Ireland—
Newspapers of 173-174

J

Job Departments—
Superintendents, Canadian Newspapers 216-220
of United States..... 18-63
Journalism—
Books for High Schools.....208-210
books on 208-210
Histories, British.....208-210
Histories, U. S.....208-210
Pulitzer School prize awards..... 84
Schools, Great Britain..... 200
Schools, U. S. 224

K

Kansas Newspapers 32-34
Kentucky Newspapers 34
Key to special representatives..... 18-63

L

Labor Wage Scales.....154-156
League of Nations, Press Gallery..... 210
Legislation—
U. S. 200
Canada 200
Lineage Advertising in U. S. Newspapers 1914-1922 82-84
Local advertising rates, U. S. Newspapers 18-63
London overseas journalists association.... 194
Louisiana Newspapers..... 35

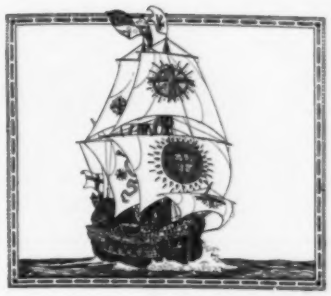
M

Magazines, Compared with Newspapers..72-81
Maine Newspapers 35
Managers—
Advertising, U. S. Daily Newspapers.. 18-63
Circulation, U. S. Daily Newspapers.... 18-63
Classified Advertising, U. S. Daily Newspapers 18-63
General, U. S..... 18-63
Managing Editors—
Canadian Newspapers 216-220
U. S. Newspapers..... 18-63
Manuals of Newspaper Work..... 208
Maryland Newspapers 35
Massachusetts Newspapers 35-37
Mechanical Superintendents—
Canadian Newspapers 216-220
U. S. Newspapers..... 18-63
Merchandising Papers—
Canadian Newspapers 222-224
of U. S. Newspapers.....222-224
Michigan Newspapers 37-38
Minnesota Newspapers 38-39
Minimum local advertising rates U. S. Newspapers 18-63
Minimum national advertising rates U. S. Newspapers 18-63
Miscellaneous Books 208
Mississippi Newspapers 39
Missouri Newspapers 40-41
Montana Newspapers 41
Morning Newspapers—
of U. S. 18-63
advertising rates, U. S..... 18-63

N

Nebraska Newspapers 42
Necrology 69
Canada 64
Foreign 64
U. S. 64
Nevada Newspapers 42
New Daily Newspapers, U. S..... 74
Newfoundland—
Newsprint mills of..... 226
New Hampshire Newspapers..... 42
New Jersey Newspapers..... 43
New Mexico Newspapers 43
News distributing agencies, Great Britain 196
Newspapers—
A. B. C. Analysis of.....90-109
Advertising Representatives, U. S.....206-224
Advertising Representatives, Canada.... 202
Advertising Lineage 23 cities U. S. 1914-1922 82-84
Alabama 18
Alaska 18
Arizona 18-19
Arkansas 19
Broadcasting Stations 214
California 19-23
Canada 216-220
Canadian consolidations 74
Canadian dailies sold..... 69
Changes in Name..... 254
Changes in Price..... 76
Changes in sizes, pages, column width, etc. 77
Circulations Compared with Magazines.. 72-81
Clubs, U. S. 225
Colorado 23
Connecticut 23-24
Consolidations, U. S..... 74
Correspondents—Washington 110-120
Cuba 254
Editors, U. S..... 18-63
England 158-170
Ethics, Books on 208
Field changes, U. S. 76
Foreign correspondents, U. S. 227
of France 204
General Managers 18-63
Georgia 25-26
Hawaii 26
Idaho 26
Illinois 26-29
Indiana 29-31
Iowa 31-32
Ireland 173-174
Kansas 32-43
Kentucky 34
Legislation 200
Louisiana 35
Lineage U. S. 82-84
Maine 35
Maryland 35
Massachusetts 35-37
Mechanical Superintendents, U. S. 18-63
Merchandising Papers 222-224
Michigan 37-38
Minnesota 38-39
Mississippi 39
Missouri 40-41
Montana 41-42
Nebraska 42
Nevada 42
New Dailies, U. S. 74
New Hampshire 42
New Jersey 43
New Mexico 43
New York 44-46
New York, Histories of 208
North Carolina 46-47
North Dakota 47
Ohio 48-50
Oklahoma 50-51
Oregon 52
Pennsylvania 52-56
Philippine Islands 56
Porto Rico 56
Rates, Compared With Magazines..... 72-81

(Continued on page 258)



We sell newspapers features;
Our features sell newspapers.

METROPOLITAN WEEKLY SHORT STORIES expertly selected for newspapers; sparkling illustrations. Each story complete, a perfect page unit for the Sunday magazine, or excellent for quick finish serialization. Page mats available.

MILDRED BARBOUR'S swiftly moving serials of romance and married life, daily installments of 1,000 words; suspended interest.

NOVELETTES 10,000 to 30,000 words.

STANDARD SERIALS by widely known authors.

EXPLOIT AND ADVENTURE. Authentic narratives by famous explorers, hunters of big game, gentlemen rovers; issued in a weekly series; illustrated; page mats available.

LOVE, MARRIAGE AND MODERN WOMAN. Widely known writers giving their own experiences and convictions on love and marriage, etc. weekly.

STEPHEN LEACOCK. Weekly humorous article; delicious fooling with poets and plumbers; satire and slapstick. Illustrated by Kessler.

GAS BUGGIES, BY BECK; 6-column daily comic strip; joyous adventures of a flivverist and his family.

DOWN THE ROAD, BY BECK; amusing automobile situations; 4-column cartoon for Saturday or Sunday.

KESSLER'S DAILY COMIC CARTOON. 3 and 2 columns; "A Look is a Laugh."

BUDDIE AND HIS FRIENDS; an all-dog cartoon once each week by Robert L. Dickey, the national dog artist.

GRANT OVERTON'S BOOK BEAMS; weekly book chat, informative, entertaining.

"DIARY OF A PROFESSIONAL MOVIE FAN" by Gladys Hall; close-ups of the stars and studios; four times weekly.

"YOUR HOME AND YOU," new ideas in home-making, covering all phases of the household; brightly illustrated; daily by Helen Kendall.

—AND OTHER FEATURES—

Metropolitan Newspaper Service

MAXIMILIAN ELSER, Jr., General Manager, EARL J. HADLEY, Associate

150 NASSAU STREET NEW YORK

INDEX—Continued

Newspapers—Continued PAGE

Ready Reckoner of Rates and Circulations 70-71
Scotland 170-173
South Carolina 56
South Dakota 56
Summary Rates and Circulations, U. S. and Canada 71
Suspensions, U. S. 76
Tennessee 57
Texas 57-60
Utah 60
Vermont 60
Virgin Islands 61
Virginia 61
Wales 174-178
Washington 61
West Virginia 62
Wisconsin 62-63
Wyoming 63
Special Advertising Representatives of Canada 202
Special Advertising Representatives of U. S. 206-224
Newspaper Manuals 208
Rotogravure sections 214
Newspaper Making, Books on 208
Sales, U. S. 64-69
Newsprint—
Mills and Capacity in North America 226
Production and Consumption 226
News Services, U. S. 202
News Stories, Collections of 210
News Writing, Books on 208
New York—
Correspondents, Out of Town Newspapers 84
Newspapers 43-46
Newspapers, Histories of 210
North America—
Newsprint Mills of 226
North Carolina Newspapers 46-47
North Dakota Newspapers 47

O

Ohio Newspapers 48-50
Oklahoma Newspapers 50-51
Oregon Newspapers 52

P

Page Sizes—
English Newspapers 158-170
Irish Newspapers 173-174
Scotch Newspapers 170-173
Welsh Newspapers 174-178
Pennsylvania Newspapers 52-56
Personnel, Executive, U. S. Daily Newspapers 18-63
Canadian Daily Newspapers 216-220
Philippine Islands Newspapers 56
Population—
of British Cities 158-170
of English Cities 158-170
U. S. Cities 18-63
Porto Rico—
Newspapers 56
Press Associations, U. S. 202
Press Clubs, U. S. 225
Press Congress of the World 210
Press Gallery—
League of Nations 210
U. S. Senate 110-120
Prices—
English Newspapers 158-170
Newspapers, Changes in 76
Proofreading, Books on 210
Publishers—
Associations, U. S. 225
Cuban Newspapers 254
Canada 216-220
U. S. Daily Newspapers 18-63
Publishing—
British Associations 198-200
Canadian Associations 192-194
U. S. Associations 225
Pulitzer Journalistic Prize Awards 84

R

Rates, Newspapers, U. S. 18-63
Newspapers, Canada 216-220
Rotogravure Sections, U. S. 214
Ready Reckoner, U. S., and Canada Newspaper Rates and Circulations 70-71
Rhode Island Daily Newspapers 56

S

Sales—
Daily Newspapers, U. S. 64-69
Schools—
of Journalism, Books for 208-210
of Journalism, Books on 210
of Journalism, U. S. 224
of Advertising, British 200
of Journalism, Great Britain 200
Pulitzer School of Journalism Prize Awards 84
Scotland—
Newspapers of 170-173
Newspapers, Price per Copy 170-173
Sizes, Newspaper Changes, U. S. 77
South Carolina Newspapers 56
South Dakota Newspapers 57
Special—
Advertising Representatives, Canada 202
Advertising Representatives, U. S. 206-224
Sterling Exchange 158
Subscription Prices, British Newspapers 158-178
Sunday—
Newspapers, U. S. 18-63
Superintendents—
Job Printing and Newspaper Plants, U. S. 18-63
Newspaper, and Job Printing Departments, Canadian Newspapers 216-220
Suspensions of Daily Newspapers 76

T

Tennessee Daily Newspapers 57
Texas Newspapers 57-60

U

United States—
Advertising Agencies of 126-150
Cities 18-63
City Editors 18-63
Clubs and Associations 225-226
Consolidations of Daily Newspapers 142
Court Decisions Affecting Newspapers and Advertising 212
Daily Newspaper Advertising Managers 18-63
Daily Newspaper Circulation Managers 18-63
Daily Newspaper Classified Advertising Managers 18-63
Foreign Newspaper Correspondents 227
Legislations Affecting Newspapers and Advertising 200
Newspaper Anniversaries 77
Newspaper Celebrations 77
Newspapers 18-63
Newsprint Production and Consumption, Mills and Capacities 226
Newspaper Suspensions 76
Newspapers Changing Field 76
Newspapers, Merchandising Papers 222-224
News Services 202
Publishing Associations 225
Ready Reckoner Newspaper Rates and Circulations 70-71
Senate Press Gallery 110-120
Special Newspaper Advertising Representatives of 206-224
Utah Newspapers 60

V

Virginia Daily Newspapers 60-61
Virgin Islands Newspapers 61
Vocational Training, Books on 208

W

Wales Newspapers 174-178
Advertising Rates of 174-178
Prices per Copy 174-178
Washington Correspondents 110-120
Washington Newspapers 61
West Virginia Newspapers 62
Wireless Stations (newspaper) 204
Wisconsin Newspapers 62
Wyoming Newspapers 63

Index to Advertisements

ACCOUNTANTS, ADVISERS AND COUNSELLORS

Clifford Yewdall 231
S. P. Weston 250

ADVERTISING AGENCIES, ENGLAND

G. Street & Company 159
Charles F. Higham 247

ADVERTISING AGENCIES, U. S.

The Ericksen Company 203

CIRCULATION AUDITORS

Audit Bureau of Circulations 11

CIRCULATION BUILDERS

Big 4 Circulation Organization 147
Bird Syndicate 249
Blair & Austin 145
The Fred Cox Service 244
Hickey-Mitchell 244
Hollister's Circulation Organization 95
Myers Circulation Company, Inc 182

CLASSIFIED ADVERTISING BUILDERS

Basil L. Smith System, Inc 156

EMPLOYMENT AGENCIES

Fernald's Exchange, Inc 249

ENGRAVERS

Powers Photo Engraving Company 215

EQUIPMENT AND SUPPLIES

American Type Founders Company 244
Cline Electric Manufacturing Company 199
Columbia Overseas Corp 244
B. F. Drakenfeld 240
Elgin Rending Machine Company 114
Flexideal Company 120
Bertel O. Henning Sales Agency 114
Hoyt Metal Company 245
Intertype Corporation 2, 3
Linograph Company 132, 133
Ludlow Typograph Company 116, 122
Mergenthaler Linotype Company 164, 165
Monarch Engineering & Mfg. Co 202
New England Newspaper Supply Company 65
Pollard-Alling Mfg. Co 194
Premier Flong 243
Speedaumatic Company 183
Wood Flong Corp. 195
Wood Machinery Corp 185

FEATURE LEADERS

Lewis Wilson Appleton, Jr 171, 124
Arts Crafts Guild 173
Associated Newspapers 143
Roger W. Babson News Service 220
Central Press Assn 9
Chicago Tribune Syndicate 148, 149
Columbia Newspaper Service 124
Current News Features 121
Ellis Service 248
Fining Press Syndicate 251
Haskin 154
Herald-Sun Syndicate 152, 155
Hol-Nord Feature Service 188
International Feature Service 251
International Syndicate 251
Kadel & Herbert 124, 212
Ledger Syndicate 105
Literary Commodities 114
McClure Newspaper Syndicate 251
McNaught Syndicate 8
Metropolitan Newspaper Service, 109, 112, 124, 144, 202, 257
Mimo Corporation 187
N. E. A. Service, Inc 251
Newspaper Feature Service 251
Service for Authors 124
Science Service 246
S-N-L Technical Syndicate 249
World Color Ptg. Co 243

FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES

The Day 236
Jewish Daily Forward 235
L'Avenir National 238
La Prensa 238
Nowy Swiat 234

INFORMATION BUREAUS

Canadian Pacific Railway Company 240

INTAGLIO PRINTERS

Neo-Gravure 249

NEWSPAPER BROKERS

Harwell & Cannon 249
Palmer, DeWitt & Palmer 249

NEWSPAPER DEALERS

Hotalings News Agency 120

NEWSPAPER LEADERS, CANADA

Brockville (Ont.) Recorder & Times 220
Charlottetown Guardian 220
Montreal Gazette 217
Toronto Telegram 219

NEWSPAPER LEADERS, CUBA

El Mundo 221
Havana Post 221
Havana Telegram 221
La Prensa 221

NEWSPAPER LEADERS, ENGLAND

African World & Cape-to-Cairo Express 249
John Bull 246
London Daily Mail 247
Odhams Press, Ltd 246

NEWSPAPER LEADERS, JAPAN

Ji Ji Shimpo 200

NEWSPAPER LEADERS, UNITED STATES

Akron Beacon-Journal 223
Akron Press 190
Allentown Morning Call 242
Altoona Mirror 172
Baltimore American 161
Baltimore News 161
Baltimore Post 222
Baltimore Sun 93
Binghamton Press 118
Bridgeport Post-Telegram 189
Buffalo Evening News 1
Buffalo Times 12
Chicago Daily News 96, 97
Christian Science Monitor 10
Cincinnati Post 167
Cincinnati Times-Star 115
Cleveland Press 15
Columbus Dispatch 73
Danville Commercial News 146
Des Moines Capital 119
Des Moines Register & Tribune 111
Detroit News 251
Detroit Times 250
Elizabeth (N. C.) Advance 124
Erie Times 129
Fitchburg (Mass.) Sentinel 248
Fort Wayne Journal-Gazette 184
Fort Worth Star-Telegram 88
Idaho Statesman 239
Of Illinois 252
Indianapolis News 68
Of Indiana 124
Of Iowa 122
Jersey Journal 179
Kansas City Journal-Post 176
Los Angeles Examiner 125
Los Angeles Herald 14
Los Angeles Times 177
Meriden (Conn.) Record 239
Milwaukee Journal 85
Mount Vernon (N. Y.) Argus 127
Of New England 233
New Haven Register 109
New Orleans Item 250
New Orleans States 250
New Orleans Times-Picayune 4, 5
New York Herald 127
New York Evening Journal 251
New York Journal of Commerce 244
New York Mail ..... Back Cover
Of New York State 255
New York Sun and The Globe 113
New York Times 99
New York World 180
New York Evening World 181
New Rochelle Standard-Star 122
Norwalk Hour 222
Of Ohio ..... Inside Back Cover
Oregon Journal 198
Paducah Evening Sun 126
Paterson Press-Guardian 126
Pawtucket Times 189
Of Pennsylvania 227
Philadelphia Bulletin 16
Philadelphia Record 18
Pittsburgh Post 251
Pittsburgh Press 251
Portland (Me.) Express 242
Portland (Me.) Press-Herald 250
Portsmouth (Ohio) Sun 250
Portsmouth (Ohio) Times 250
Providence Journal 192
St. Joseph Gazette 127
St. Louis Globe-Democrat 133
St. Louis Post Dispatch 135
St. Louis Star 101
St. Louis Times 204
Salt Lake City Desert News 250
Salt Lake City Tribune 250
San Antonio Express 170
San Francisco Chronicle 171
San Francisco Examiner 6, 7
San Francisco Daily Herald 151
San Francisco Daily News 191
Of South 251
Spokesman-Review 66, 67
Stamford Advocate 240
Superior (Wis.) Evening Telegram 112
Syracuse Herald 243
Tacoma News-Tribune 175
Toledo News-Bee 198
Topeka Capital 250
Trenton Times 251
Tulsa World 157
Utica Daily Press 246
Vermont Allied Dailies 118
Washington Daily News 117
Washington Star 13
Washington Times 151
Westchester Newspapers 187
Of West Virginia 252
Wilkes-Barre Telegram 241
Wilmington Every Evening 248
Youngstown Telegram 186

NEWSPAPER DIRECTORIES

N. W. Ayer & Son 233

NEWSPAPER PHOTOGRAPHERS

Kadel & Herbert 124, 212

NEWSPRINT DEALERS

Beaver Pulp & Paper Company 242
Bowater Paper Company 241

NEWS SERVICES

Consolidated Press Assn 201
International News Service 251
United Press 116, 117

PRESS CLIPPING SERVICES

Burrell 240

PRINTING INKS

The Ault & Wiborg Company 86, 87
L. M. Huber, Inc 106, 107
George H. Morrill Company 131

PRINTING PRESSES

Duplex Printing Press Company 139
Goss Printing Press Company 123
R. Hoe & Company 196, 197
Walter Scott 150

PUBLIC RELATIONS

Church Advertising Dept., A. A. C. W 227

ROTOGRAVURE ADVERTISING

Gravure Service Corporation 214

SPECIAL PAGES AND SPECIAL EDITIONS

Thos. W. Briggs Company 103
Channon-Souder Company 124

SPECIAL REPRESENTATIVES

S. C. Beckwith Special Agency 207
Benjamin & Kentnor 212
John Budd Company 209
Collegiate Special Advertising Agency, Inc 156
E. Katz Special Agency ..... Inside Front Cover
Robert E. Ward, Inc 211
H. L. Winer Special Agency 229

Nearly a Million Want Ads Carried in 1923

Baltimore, among other things, is to be reckoned as a want ad town. The classified lineage carried by The Sunpapers in 1923 attests that.

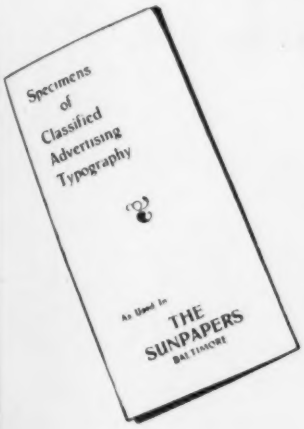
Nearly a million want ads (946,592 to be exact) appeared in The Sunpapers during the twelve months of 1923. That record signifies both buyer and seller interest. Baltimore takes the want ad seriously.

The business man may lose his stenographer. Suddenly the home may be left without a cook. The trade-in offer for the old bus may seem trifling. Baltimore doesn't worry. It turns instinctively and confidently to the Sun want ad for a solution.

And where you find the populace so thoroughly awake to the importance of classified advertising, it is not surprising that they scrutinize the entire paper. In the homes of Baltimore you find The Sunpapers, as these circulation figures show.

Average net paid for six months ending September 30, 1923

Daily (Morning and Evening) . .	**241,972**
Sunday	**176,150**



As Useful as a Dictionary to the Classified Advertiser

A Free Copy of this Booklet Will Be Sent to Any Publisher Upon Request.

Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Automobile big sales possibilities in

Philadelphia

Keenness of Philadelphians for information about automobiles was strongly shown by the fact that the Philadelphia Auto Show broke all its attendance records, and more people than ever inspected the exhibits during the week.

When you consider there are half a million families in Philadelphia and vicinity, you'll get an idea of the big sales possibilities here.

Business is good in Philadelphia and its workers are well employed making money.

This spring will bring forth large sales of automobiles here.

The only question is: Are you going after this business?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for the year 1923—

505,035 copies a day

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK
814 Park-Lexington Bldg.
(46th St. and Park Ave.)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Boulevard

DETROIT
C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1924—Bulletin Company)

in

a

was
e all
the

phia

yed

hat
syl-

f. 1.

5)